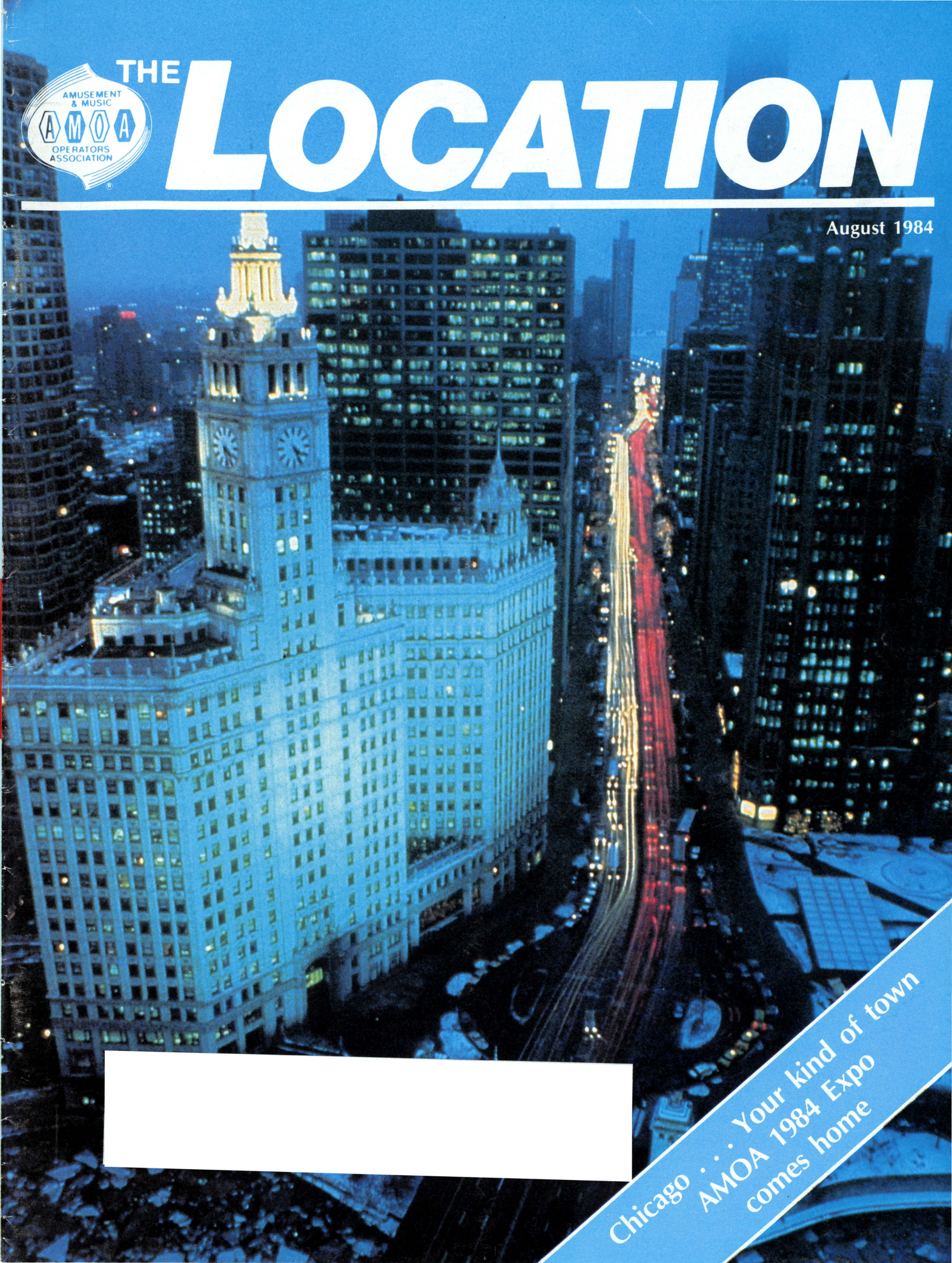
AMUSEMENT & MUSIC
AMOA
OPERATORS ASSOCIATION

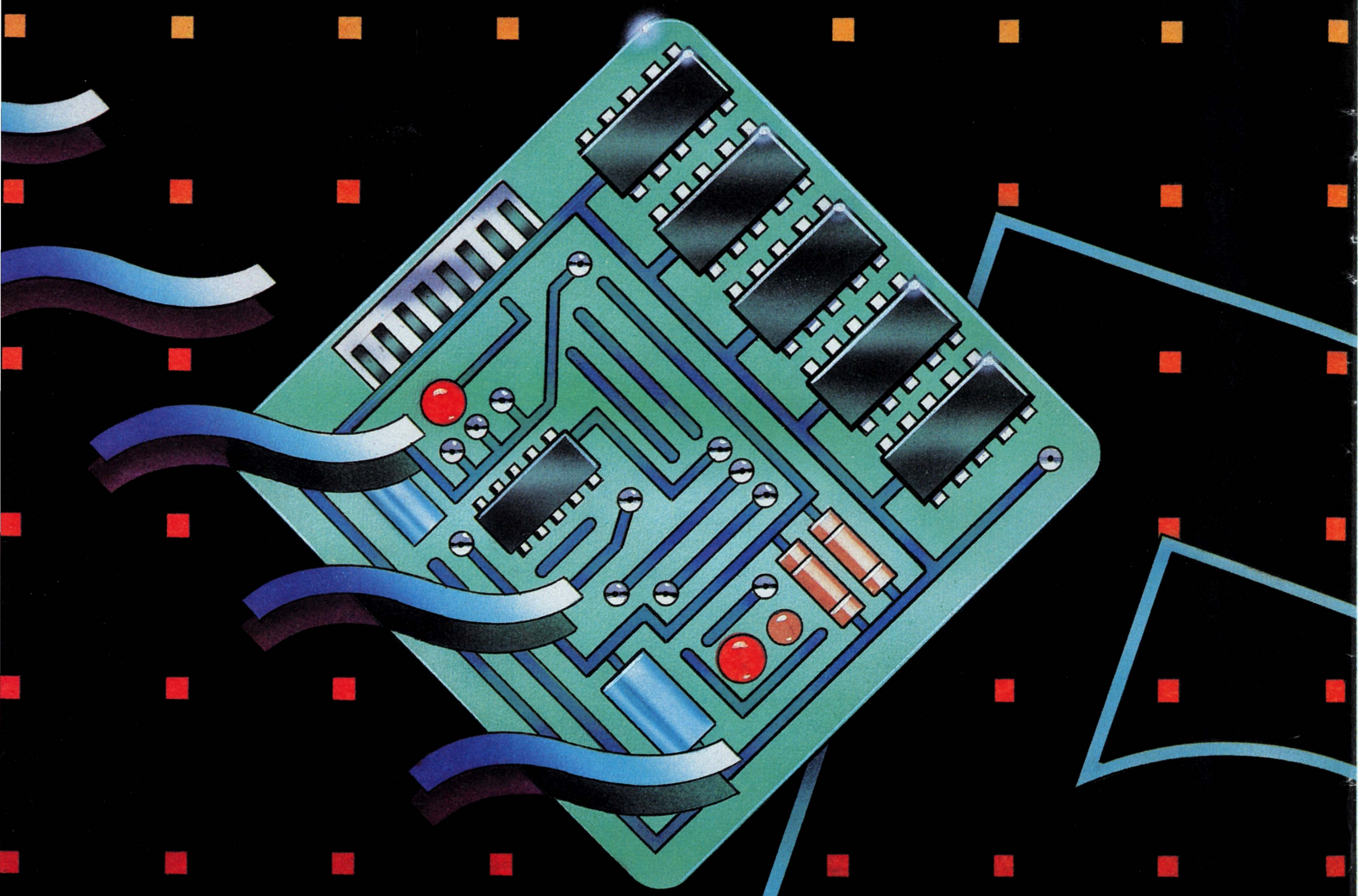
THE LOCATION

August 1984



Chicago . . . Your kind of town
AMOA 1984 Expo
comes home

BALLY MIDWAY GIVES YOU FIVE



SAVINGS

YOU CAN COUNT ON: FIVE TIMES!

Bally Midway introduces an exciting new line of video games that allows you to economically extend your initial purchase up to a total of 5 different games. Each new game offers thrilling challenges, state-of-the-art features, and unique screen graphics. Bally Midway's conversion kit package is the smart way to get maximum play out of your game investment!

the investment...

When you purchase one of Bally Midway's specially designed dedicated games, your investment can later be converted to any one in a series of five simply by purchasing additional conversion kits. Mr. Viking and S.W.A.T. are only two of the exciting new games you can choose from. In addition, for those who have purchased an Up 'N Down game or have converted to an Up 'N Down, may also take advantage of this special program.

the savings...

Because you own the cabinet and circuit board, when the time comes to extend the life of your initial game purchase, all you do is buy one of the economical Bally Midway conversion kits. Each kit comes complete with necessary hardware, software, header and cabinet decals...plus simplified conversion instructions. With a total of five available money-saving kits, your investment has the potential to pay off in five different ways!

the profits...

With Bally Midway's conversion kit package, you purchase only the kits you want. Once you make the initial game investment, you have the option of buying any or all available kits...in succession or whenever you're ready to convert! Because there are no restrictions, you can choose to skip a kit and still purchase it at a later time. This allows you to maintain a game as long as its profitable...then convert it to a completely new game with minimal added investment!

For more information on how to convert your next game purchase into profits, contact your authorized Bally Midway distributor.

Bally MIDWAY T.M.

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THE LOCATION

The official publication of the Amusement and Music Operators Association.

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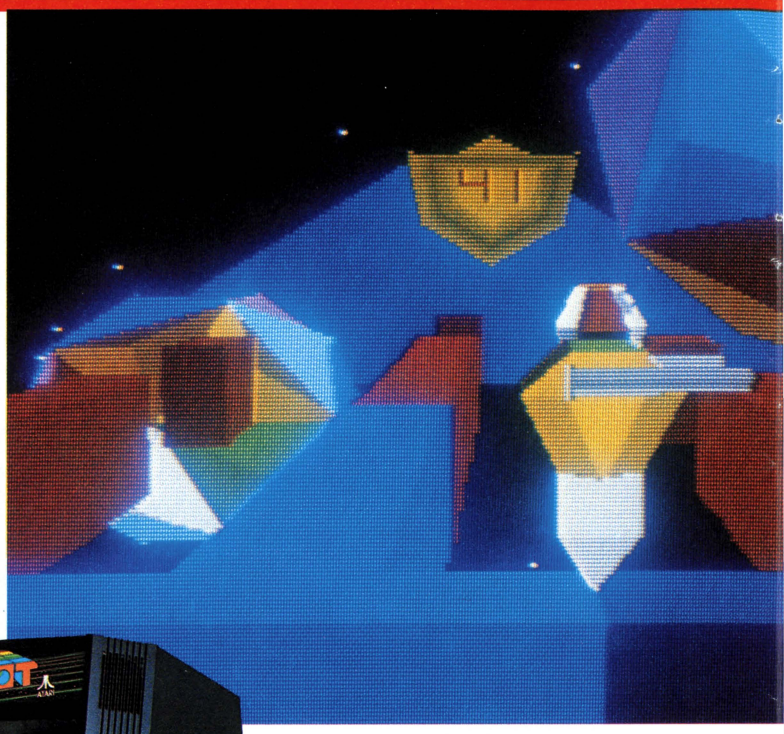
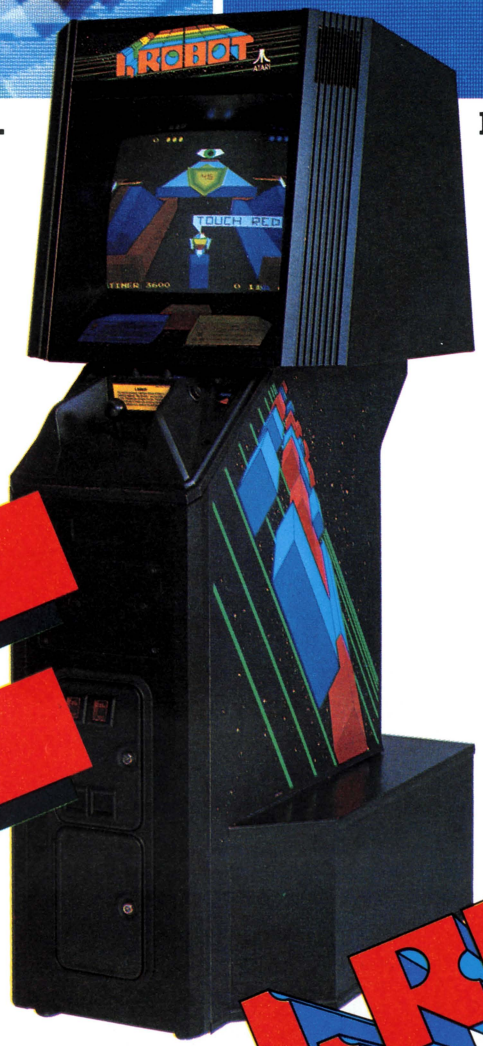
Fun or Games.



Doodle City. The Ungame.

I, ROBOT. The Game.



"Doodle City is making players out of non-players. The fun never stops."

"It's not just another video game. We finally have something different."

"I, ROBOT is a double action winner... like two games in one."

"The gameplay and the graphics blow you away. Who says there's nothing new?"

More Revolution ammunition. I, ROBOT delivers **double** the profit power.

New "Doodle City" is an electronic kaleidoscope. An incredible entertainment alternative to game play. Players can joystick-select a world of unlimited, non-competitive creativity by manipulating the I, ROBOT graphics in an infinite variety of moving shapes and patterns.

I, ROBOT is exciting gameplay design and awesome 3-D graphics. Over 100 different levels with 22 unique playfields, spacewaves and bonus waves make each round a new adventure... It's easy to learn, not so easy to master.

Join the Revolution. Talk to your Atari distributor now.

I, ROBOT

You won't believe your eyes.

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Welcome

To Expo '84'

Now is the time to mark your calendar and make plans to attend the *35th Annual International Exposition of Games and Music.*

The exciting outline of 1984 Exposition seminars will include programs to meet the needs of operators, presented by some fresh and talented lecturers from as far away as the London Business School. There will also be the greatest number of exhibit booths ever displayed at any show of games and music, now known as "The American Expo."

So, let this be your personal invitation to attend October 24-27 at the Hyatt Regency Chicago, from the AMOA President.

If you attend and participate, it will not cost — it will pay.

Sincerely,

Dock Ringo

Dock Ringo
AMOA President

A Nostalgic Look At Chicago, Host City For Expo '84'

The Tribune Tower

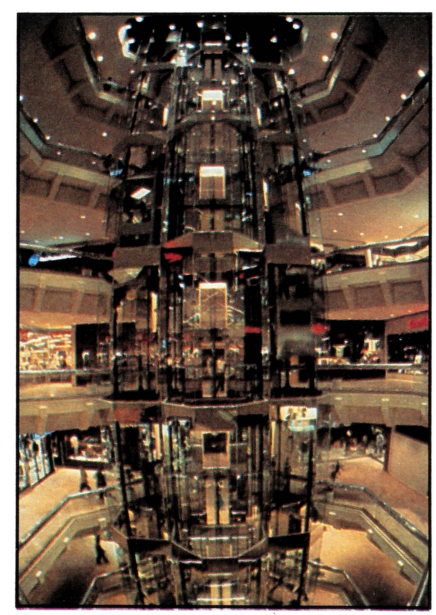
Chicago is a city filled with nostalgia. As many of you venture out to explore the wonders of the "Windy City" while visiting the Expo, you will encounter a bit of its history with nearly every step and glance. Here are a few bits of trivia that are sure to bring new insights to this magnificent city.

- Chicago produced the first:
  - Steel frame skyscraper
  - Electric iron and cooking range
  - Pullman railroad car
  - Cafeteria
  - Zipper fastener
  - Elevated railway
  - Window envelope
- The Tiffany mosaic dome, located between the sixth and seventh floors of Marshall Field's State Street store, was designed and built under the direction of Louis C. Tiffany himself. The dome is the largest glass mosaic with an unbroken surface in the country, with 6,000 square feet and 1,000 pieces of glass. It took 50 men and a year and a half to install the showpiece.

The Four Star Flag of Chicago

- Almost a city in itself, the Merchandise Mart, within sight from Expo headquarters, covers two entire city blocks and has a seven hundred-page directory of tenants. It is the largest wholesale buying complex in the country, with hundreds of showrooms and 7½ miles of corridors.
- The Tribune Tower, home of the Chicago Tribune, 435 N. Michigan, has one of the most unique exteriors. Embedded in its outer walls are authentic pieces of stone from other famous buildings such as Westminster Abbey, the Alamo, Hamlet's Castle, the Great Pyramid, the Taj Mahal, Fort Sumter and the Arc de Triomph.
- The all electric John Hancock Center at 875 N. Michigan Avenue was constructed with 46,000 tons

(Continued on page 8)



Glass elevator in Water Tower Place

Host City

(Continued from page 7)

of steel, 1,250 miles of wiring and 11,459 panes of glass. It stands as the tallest building in the world used for office, commercial and residential purposes and it has the world's fastest elevator, climbing 96 stories in 43 seconds.

• The title of the "Windy City" was bestowed on Chicago by New Sun editor, Charles Dana in 1893. He was tired of hearing "windy" Chicagoans boasting about the wonders of the world's Columbian Exposition. By the way, with an annual wind velocity of 14 miles per hour, Chicago is ranked the 39th windiest city in America by the U.S. Weather Service.

• Chicago streets during most of the 19th century were unpaved and in rainy weather became seas of mud. It was a common sight to see poles stuck in deep mud holes with a sign noting, "No bottom here -- Shortest road to China." A popular tall tale of the day involved travelers seeing a man up to his neck in mud who reassured onlookers that he was standing on his horse!

• Western Avenue, stretching for 24.5 miles, is the longest continuous street within city limits in the world.

• Chicago has 3,679 miles of street, the busiest in the world is the Dan Ryan Expressway at 59th Street. Every day 250,000 vehicles pass this point.

Famous Picasso sculpture at Daley Center Plaza

• You may never guess it, but the Picasso sculpture at the Daley Civic Center Plaza, Randolph and Dearborn Streets, represents "the head of a woman," according to the artist. Its message is, "A woman is like a city, it's a two-faced thing." The sculpture weighs a hefty 142 tons.

• The best-selling novel and film, the *Towering Inferno,* was inspired by a fire on the upper floors of the John Hancock Building as seen from the nearby Playboy Building by writer Frank Robinson.

• Chicago's Wrigley Company was the first U.S. manufacturer to give its employees Saturdays and Sundays off.

• The Chicago River flows backward toward the Mississippi, thanks to the engineering genius of Ellis Chesbrough, the city's first chief engineer. The river's flow was reversed in order to keep river sewage from flowing into Lake Michigan.

• Deep dish pizza was the brainchild of Chicagoans Ric Riccardo and Ike Sewell, owners of Pizzeria Uno and Pizzeria Due. Riccardo brought back the recipe after a tour of Italy in 1943.

• Despite its colorful and crime-ridden history, Chicago doesn't even have a place on the FBI's current list of the 30 most crime-ridden cities in the country.

• Chicago's skyline boasts the world's tallest, fourth tallest and fifth tallest buildings in the world. The Sears Tower (110 stories, 1,454 feet), the Standard Oil Building (80 stories, 1,136 feet), and the John Hancock Building (96 stories, 1,127 feet).

• Chicago's central water filtration plant, located on the lakefront north of Navy Pier, is the largest in the world.

• The Chicago Post Office at 433 West Van Buren, is the only postal facility in the world you can drive through.

• Shoppers spend more than $150 million annually at Water Tower Place, 845 N. Michigan, averaging about $411,000 daily.

• The four stars on the Chicago flag represent Fort Dearborn (built in 1803), the Chicago Fire (1871), the World's Columbian Exposition (1893) and the Century of Progress Exposition (1933).

• The Hyatt Regency Chicago is the world's largest convention /exposition hotel. ■

Your Expo Works For You

The 1984 International Exposition Of Games & Music

"...Operators Working for a Better Industry..."

By this time each AMOA member should have received the following:

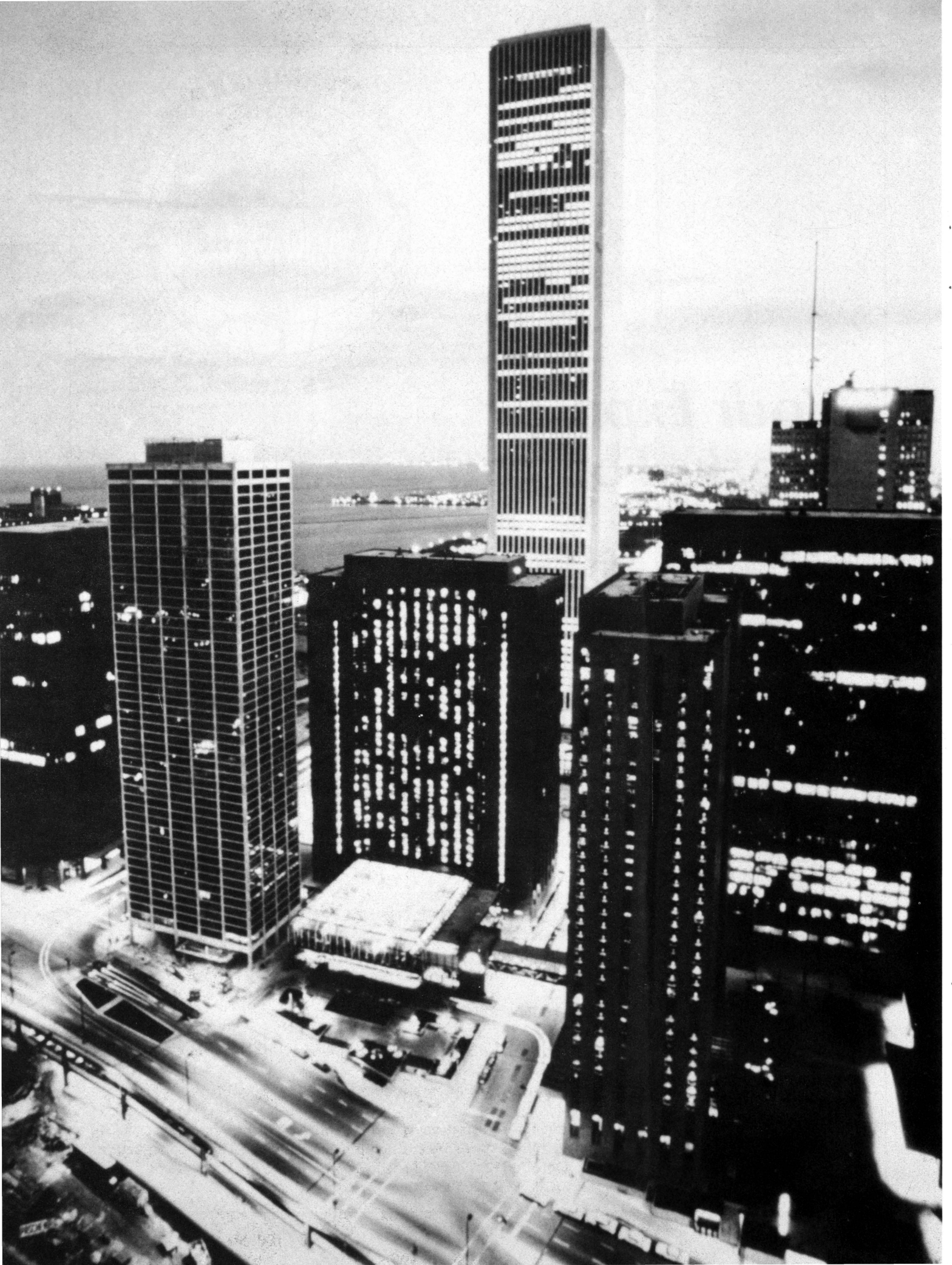
- ☐ **HOUSING RESERVATION FORM**
  Book your room now, space will fill fast. *Make sure your form is returned to the Housing Bureau by September 28, 1984.*
- ☐ **ADVANCE REGISTRATION FORM**
  Make sure your form is returned by October 5, 1984.
- ☐ 16-page brochure on Chicago and the **AMOA EDUCATIONAL PROGRAMS** for the EXPO.
- ☐ **BANQUET-STAGE SHOW RESERVATION FORM**
- ☐ **AIRLINE INFORMATION**
  Book early and tell the agent that you are reserving for the AMOA Expo to receive the specially arranged reduced rates.
- ☐ **AMOA LADIES BRUNCH INVITATION & RESERVATION FORM**

If for some reason you have not received them, do not delay in calling or writing the National AMOA Headquarters: 2000 Spring Rd., Suite 220, Oak Brook, IL 60521 (312) 654-2662.

For your benefit the registration procedures have been streamlined, but those who pre-register are going to be the ones who benefit most.

In the event you must cancel your advance registration, a full refund of advance payments will be made, provided AMOA is notified IN WRITING on or before September 24, 1984. Those cancellations received after September 24 but before October 12, 1984 will receive 75% refund.

NO REFUNDS WILL BE MADE AFTER OCTOBER 12, 1984.■



Hyatt Regency Chicago— Headquarters For Expo '84'

The twin-tower Hyatt Regency Chicago stands as part of the nation's largest urban development project, Illinois Center. Located at 151 E. Wacker Drive, the 2,033-room hotel features an atrium lobby and luxury accommodations. With 185,000 square feet of function space, the Hyatt ranks as one of the largest convention /exhibition hotels in the country.

The East Tower Glass House lobby of the Hyatt Regency Chicago features a 4,000 square foot lagoon as part of its lush atrium setting. Situated alongside and on an island in the lagoon is Scampi, the hotel's 24-hour restaurant.■

Pictured at left is the Hyatt Regency. Below is the East Tower Glass House lobby.

Bobby Vinton Headlines Expo '84' Dinner Show

Superstar, Bobby Vinton, the "Polish Prince", will headline the Saturday, October 27th Expo Stage Show. The evening will also include the 21st annual presentation of the AMOA 'JB' (jukebox) Awards and the 3rd Annual AMOA Games Awards.

The awards will follow a superb dinner in the Regency Ballroom of the Chicago Hyatt Regency.

Make your reservations early — seating is limited. Banquet tickets are available from AMOA at $50.00 each, or from the Banquet Committee, who will be at a booth in the registration concourse during registration hours.

BOBBY VINTON, "the all-time most successful love singer of the 'Rock Era' (Billboard)", a name that has been synonomous with superstardom for the past twenty years, continues to enjoy success as a top-rated performer. Today, Bobby is one of the few stars who is capable of headlining in Reno and Atlantic City in addition to playing Las Vegas at least twenty weeks per year. He has established himself as one of America's top cabaret performers and most versatile entertainers. On the road, Bobby's national concert tours are sold out weeks in advance, including the famed Carnegie Hall in New York and Chicago's 20,000-seat Chicago stadium. One of Chicago's top critics says, "Bobby's is one of the two best shows you'll see this year. If you haven't seen him live you haven't seen him!"

The hit songs Bobby has given us over the years have become classics. His impressive list of hits includes renowned love songs such as: "Roses Are Red", "Mr. Lonely", and "Blue Velvet". His songs are recognized as standards throughout the world and his music has retained its vitality and relevance through our changing times. Bobby's hit-making capability was again evidenced with the release of "My Melody Of

Love", when it became the #1 song in the nation and was embraced by Polish Americans around the country as their new national anthem. Not long after, his best selling autobiography, "The Polish Prince", was published.

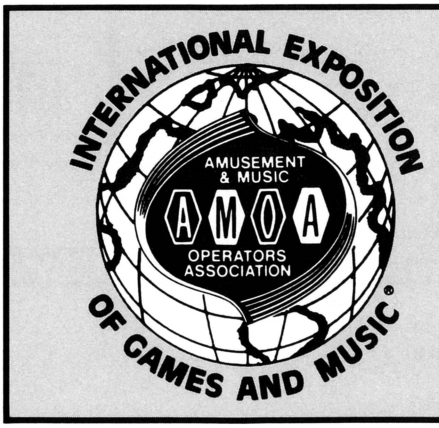
The phenomenal success Bobby experienced in the recording industry carried over to other areas of the entertainment world. For three years, he hosted his own weekly syndicated television series which aired in over 140 cities throughout the United States and Canada. He also hosted a highly-rated network variety special for CBS-Television (it triumphed over Monday Night Football!!) and starred in two John Wayne movies, "Big Jake" and "The Train Robbers".

A multi-talented musician as well as singer and actor, Bobby was born in Canonsburg, Pennsylvania (a suburb of Pittsburgh), the son of a locally popular band leader, Stan Vinton. When he was a young boy his parents encouraged him to study music, and at the age of 16 he formed his first band. The band played clubs around the Pittsburgh area and with the money he earned, Bobby helped finance his college education at Duquesne University. There he studied music and graduated with a degree in Musical Composition. While at Duquesne, he became proficient on all of the instruments in the band (piano, clarinet, saxaphone, trumpet, drums and the oboe)--- a talent which he displays in his nightclub act today. He recently received an honorary doctoral degree in music from his alma mater. You may now call him Doctor Vinton!

After a short stint in the army, the inspiration for one of his biggest hits,"Mr. Lonely", Bobby and his band appeared on Guy Lombardo's "TV Talent Scouts". A subsequent four-week contract on that show landed him a contract with Epic Records, the label that released Bobby's first single, "Roses Are Red", which began his extraordinary career as a vocalist. The record climbed to the #1 spot on the record charts and eventually sold over four million copies. "Roses Are Red", was just the beginning followed by a long string of hits, among them were: "Blue On Blue", "Blue Velvet", "Mr. Lonely", "There I've Said It Again", "Please Love Me Forever", "Tell Me Why", "Sealed With A Kiss", "Everyday Of My Life", "I Love How You Love Me", and of course "MY MELODY OF LOVE". As a result of these and many more hits, Bobby was awarded over a dozen gold records and albums.

Over the past five years, Bobby has been honored by over one hundred national organizations and more than a dozen mayors of across the United States for his unique contributions to the ethnic communities. He was invited to Poland as a guest of that government. As a tribute to his talents and community services the Hollywood Chamber of Commerce bestowed an honor upon Bobby Vinton which is given to few individuals— a bronze star on the world famous Hollywood Walk of Fame on Hollywood Boulevard, Hollywood, California.

Bobby still prefers the immediate response and feeling of a live audience to the electronic media. On stage, he gives a tremendous amount of energy and love to his audiences, communicating with them on a warm and personal level. Bobby, is one of the few 'idols' to have reached the top in the Sixities, remaining a superstar in the Seventies (when hard rock was in, Bobby had more #1 hits in that same time period 1962-72, than *any other* male vocalist) and continues with superstardom in the Eighties!■



AMOA Expo— 35 Years Old And Going Strong

Floor Plans for the International Expo

Official Exhibit Hours:

Thursday, October 25 — Noon to 6:00 p.m.
Friday, October 26 — 10:00 a.m. to 6:00 p.m.
Saturday, October 27 — 10:00 a.m. to 4:00 p.m.

AMOA Awards & Banquet Show:

Saturday, October 27 — 7:00 p.m. to 11:30 p.m.

The following exhibitors have been assigned booth space since the July issue of the LOCATION and will exhibit for you at Expo '84'.

Jensen Tools, Inc.
Sente Technologies, Inc.
Amusement Technology
Gametecniks Corporation
High-Tech Entertainment, Inc.
Funai/ESP Company
World Wide Press, Inc.
Tehkan Limited
Greyhound Electronics, Inc.
Bumper Tube, Inc.
The Game Exchange, Inc.
Game Technology
Americade Amusement
Jukebox Junction
Micro Coin
Print Products International
SNK Electronics Corp.
Video Music International
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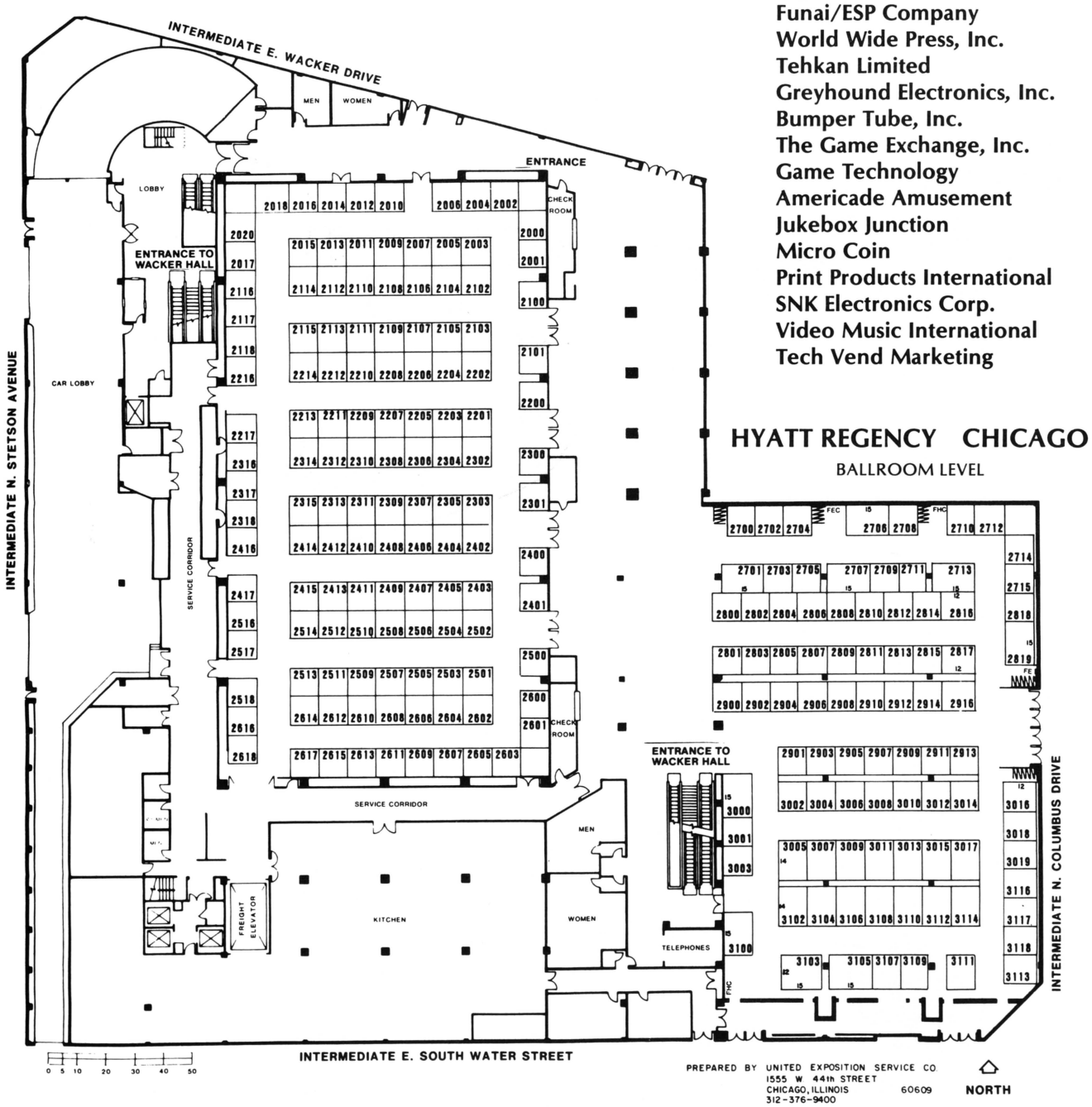


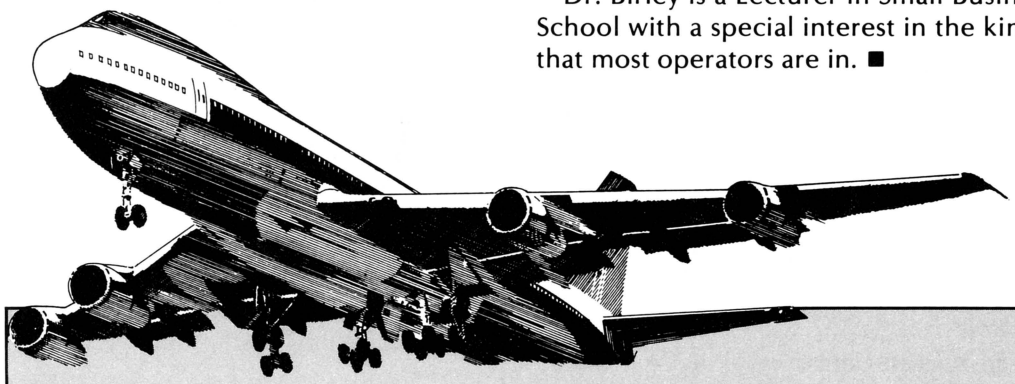
AMOA Education Program Captures London Business School Lecturer For Expo '84'

The Expo '84' Education program has already started into its final phase of confirmation and scheduling for the October 24-27 AMOA INTERNATIONAL EXPOSITION of GAMES and MUSIC to be held this year at the Hyatt Regency Chicago.

Education Chairman, Jim Trucano of Black Hills Novelty, Rapid City, SD. has spearheaded a month's long search for programs to meet the needs of operators throughout the country. He points with particular pride to such programs as the sessions that will be conducted by Dr. Sue Birley on "Entrepreneurship/Evaluating and Passing on a Closely Held Business".

This seminar will explore the problems associated with the development of growth of small firms. The issues discussed will include relationships between partners, and the differences between personal and business goals.

Dr. Birley is a Lecturer in Small Business at the London Business School with a special interest in the kind of small business set-ups that most operators are in. ■



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UNITED

AMOA Arranges Air Fare Reductions To EXPO '84'

To assist you in your planning and with your expenses for the '84' Expo in Chicago, AMOA has arranged with Delta, United and Northwest Orient Airlines for 30-50% reduced fare rates to the Expo. You can arrange your flight directly through the airlines, or through your local travel agent. **But remember to tell either agent that your tickets are for the AMOA Expo in order to receive the reduced rates.**

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Call toll free: 1-800-241-6760 Continental U.S.
1-800-282-8536 Georgia Only

UNITED AIRLINES

Call toll free: 1-800-521-4041 (ask for account #433k)

NORTHWEST ORIENT

Call toll free: 1-800-328-7747 Continental U.S.
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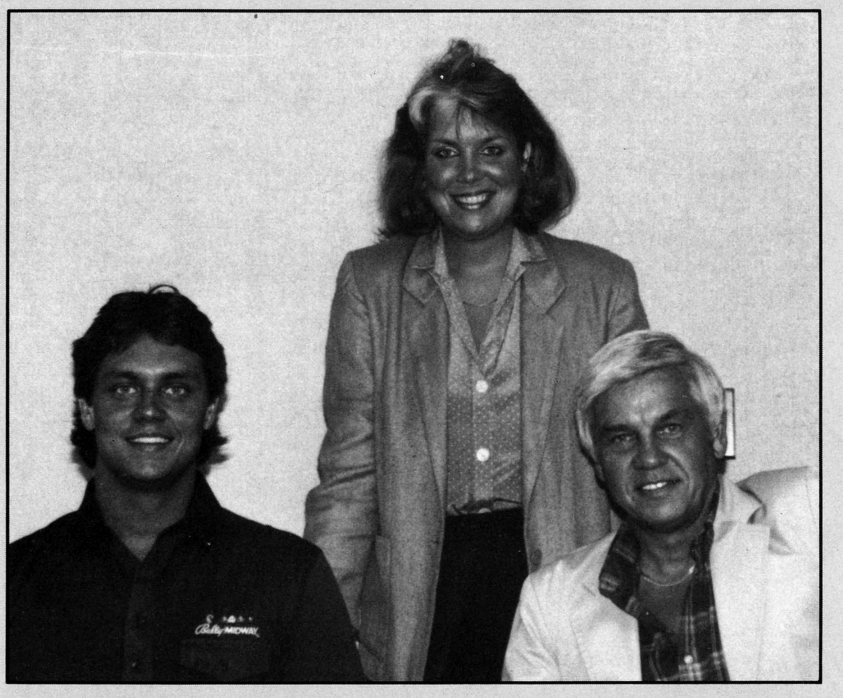
A New Generation — "Entertainment Is Our Business"

(The family owned business has always been an important concept in the family entertainment amusement industry. As a new feature, the LOCATION will take you behind the scenes for a personal look at the industry as seen from the eyes of the "new generation." To begin the series, the LOCATION visits with the third generation Norbergs of C & N Sales, Co., Inc., Mankato, Minnesota.)

To find stability in an industry as volatile as the amusement game business is not something that just happens. It is a dilemma that is deep rooted and ever present within the industry. The constant demand for change and innovation occurs with inconvenient regularity. It would be so nice at times to hit on the right game, the right route, the right clients and be able to ride them throughout every rise and fall in the industry. But without the constant willingness to risk one's company's present status with a gamble towards the future, a company's past and present are meaningless. Stability not withstanding, it is a necessity to sometimes go out on a limb to build one's future business. That is what C & N Sales Co., Inc., Mankato, MN., has attempted to do. Business has not always been fun and games, but fun and games has always been their business. Founded during the depression era, the company perhaps began early the tradition that "the times are changin" and that one must take steps to avoid the economic pitfalls that threaten us all. So, what has kept C & N Sales successful in this ever changing industry?



The Norberg family. Seated at left, Tim Norberg; at right, Harlow Norberg and Tami Norberg Paulson.

It has been said "families are forever" and this holds true for the Norbergs of Mankato, MN., the proud owners/operators of C & N Sales. Presently, Harlow Norberg is President, son Tim is Vice President and daughter Tami Norberg Paulsen is Secretary-/Treasurer of the family owned business which is now passing through the third generation.

The grassroots of the business were started by brothers-in-law Willis Casebere and Fred Norberg, grandfather of Tami and Tim. The company began in 1928, immediately preceding the Depression, with a restaurant/billiard parlor in St. Peter, MN., called Casey's Cafe. During the Depression, the instinct to survive made the partners realize that two families would not make it on the income brought in by the small cafe, so

(Continued on page 18)

New Generation

(Continued from page 17)

the brothers-in-law decided to try something new. In the early 1930's, they purchased their first coin-operated machines and went into business operating counter games, such as baffle ball, in addition to maintaining their cafe. These early amusement games brought in about $2.00 a day at 1¢ a play and the success of the early machines allowed the firm to purchase even more counter games.

Grandpa Norberg was extremely instrumental in the expansion of the amusement game facet of the partnership and set the trend for what has been present throughout the family owned business ever since. The willingness to hit the road and sell one's product is seen as a necessity for the company and for this industry. Fred Norberg sold the counter game concept on the road while the cafe was manned by partner Willis. Despite the Depression, counter games were successful and the hard times led the partners right into their next major investment. In a bleak period of business history for the nation, there was a strong need for people to find a "few minutes to escape." The means for this escape came in the form of the jukebox. At a nickel a play, the jukebox afforded the customer a few moments of relaxation and because of this, the jukebox flourished. The partners realized something very important about their new business venture — no matter what the enviromental circumstances, people have an inherent need to be entertained. From this, C & N Sales developed their motto which reflects the cornerstone of their company, "Entertainment is our business." Taking the motto to heart, Casebere and Norberg continued to invest in the newest equipment, adding pinball and shuffle types of games to their route. The restaurant/billiard parlor with the amusement game sideline, continued to operate successfully until 1941.

The restaurant business was sold that year and C & N Sales, the amusement company, moved to Mankato, which today is the company's primary headquarters. Shortly after the move, tragedy struck the partnership when Willis Casebere passed away. Fred Norberg purchased the Casebere's interest from the estate, but, the name C & N Sales Company was retained because of the firm's success.

During this time, Fred's eldest

The Token Zoo

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AT-20

son, Clayton, joined him in the business. The lifeblood of the industry throughout the 1940's was the jukebox and pinball machines. The company maintained a stable business during the post war days and moved into the '50's by adding another son to the payroll. Harlow Norberg, Fred's younger son, joined his father in 1950, making the Norberg count a total of three in the family business.

Ambition being the motivating factor, along with hard work and long hours, the company moved forward acquiring new routes and business. By the end of the 1950's, the C & N Sales route had expanded to include several hundred machines and ten employees.

Constantly looking for and observing new trends in the industry, C & N decided to add coin-operated pool tables to their route in the early '60's. Also, in the mid '60's, the firm allied itself with a major franchise restaurant chain and built a strong music operation with machines and background music. Throughout Minnesota, Iowa and the Dakotas, C & N Sales serviced over 100 Seeburg consolette music systems. Music had become the company's primary source of income.

Always around the corner comes another innovation or new "hot" item. The '70's were no different. The game to excite America was foosball and C & N Sales' promotion of it, helped to make it a success in their area. Closely behind the foosball craze came the solid state pinball, another important innovation for the industry. But perhaps the machine that made the most impact on the industry was the videogame. Upon its arrival in the late '70's, the industry and C & N Sales drastically changed.

By 1980 C & N had developed into an even larger amusement game company, employing over 50 people who serviced the South and Central areas of Minnesota and Northern Iowa. In this same year, Fred Norberg died and in 1981, Harlow purchased his brother Clayton's interest in the business and was joined by his own son and daughter, Tami and Tim.

The third generation Norbergs had always been aware of and interested in the amusement industry, but to quote Tim, they were both "more fortunate" than their father as the family was able to send Tim and Tami to college where they obtained degrees in business administration and finance. This has brought another aspect of ability to an ever modernizing industry and company, as the third generation Norbergs bring to C & N Sales a new professionalism based on education. Also, displayed by the younger Norbergs is the same enthusiasm and love for the business that their father, uncle and grandfather exhibited when building the company to its present stature.

C & N Sales has never forgotten their beginnings in the industry and what it took to build the company. The firm continues to be a "basic" operation concentrating efforts on music, pinball and pool, while still utilizing the interest in videogames to increase business opportunities.

In 1981, Tami and Tim formed the company's 8-Ball Pool League Association. Working at great length with the Valley National 8-Ball League Association, the two have brought C & N Sales to the position of one of the largest league organizations in the country, with over 2,000 players participating in their league. Other policies and innovations presently used by the three Norbergs in running their business is the use of location contracts and the addition of a computer system for the firm. The Norbergs have also created a full time sales force of experienced veterans and enthusiastic newcomers working toward the continued success of C & N Sales. The family concept is also passed on to the employees, with

(Continued on page 20)

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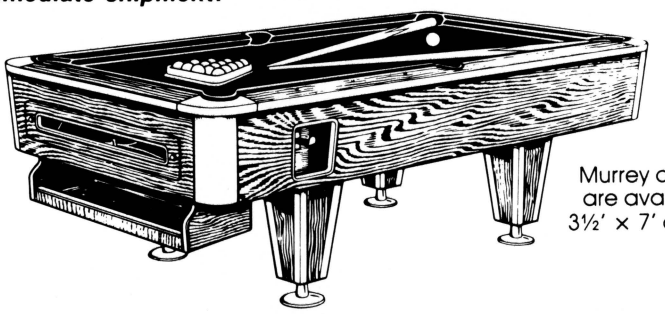

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New Generation

(Continued from page 19)

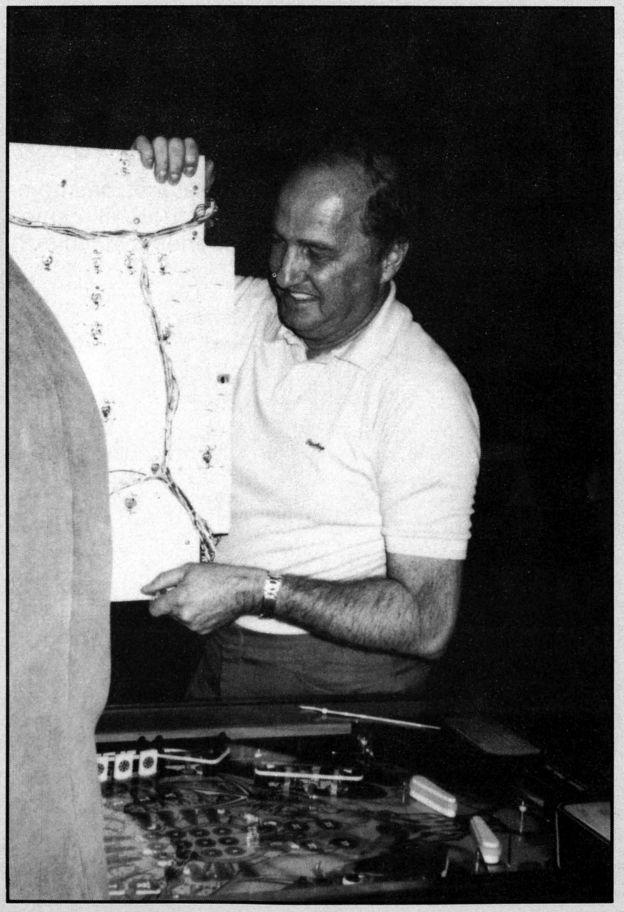
the company actively supporting various C & N sponsored athletic teams, picnics, fishing trips and community projects.

Throughout the generations, the Norbergs have displayed their loyalty and love for the amusement business by being active participants in industry related organizations. In 1967, brothers Clayton and Harlow were two of the original founders of Minnesota's state amusement trade association, the Music Operators of Minnesota (MOM). Clayton served as the association's first president and Harlow served on its first board of directors. Harlow was elected president of MOM in 1974 and served the association in that position until 1976. Clayton also served for many years as a director and officer of the National Association, AMOA, for which he would have served as president if it were not for his death. However, the family tradition continues as Tim and Tami follow in their uncle's and father's footsteps by being active in state and national organizations. In 1982, Tami was elected to the Board of Directors of MOM, the first woman in this position and both Tami and Tim are involved in the Valley National 8-Ball League Association.

Today, despite many pessimistic viewpoints on the industry's future, C & N Sales remains optomistic. The company that has survived since 1928, has grown to recognize the cyclical changes of the industry. The handling of hard times and good times has become a family matter for C & N, and the Norberg family has been working together since its inception to plan for years to come to entertain families as a family.■

In Memoriam

John Trucano



Born on October 28, 1930 in Detroit, Michigan
Passed away on June 29, 1984 in Deadwood, South Dakota

It is with great sadness that we inform you that John R. Trucano, AMOA Past President 1971-72, passed away on June 29, of a heart attack. Services were held at St. Patrick's Catholic Church in Lead, South Dakota on July 2. President and Mrs. Dock Ringo and Executive Vice President Leo Droste attended the services.

Words cannot adequately describe John's numerous achievements in his business, community, church and the Amusement and Music Operators Association. Perhaps Rev. Raymond J. Deisch of St. Patrick's Church best described the impact John had on the people who knew him, when Rev. Deisch said, "John was a compassionate man."

John Trucano was active in securing the 1000th member of AMOA. Through his efforts, AMOA began a series of educational programs through Notre Dame University, which today is our Executive Development Program. John worked on many committees at our Exposition, and was never too busy to assist the AMOA when called upon.

We extend our deepest sympathy to Kay, Jim, Mike, Mary Beth, Anne and Jenifer. John was truly a great man and we will miss him.

A memorial has been established for the St. Patrick's Catholic Church Building Fund, Lead, South Dakota.

AMOA Asked To Help Canadian Metric Commission

In the early fall of last year, AMOA was contacted to help assess the status of metric conversion in the U.S. industry. The purpose of the survey was to help Metric Commission Canada determine the current and future status of metric use in the U.S.

The results of the survey have been released and it was found that the U.S. is converting to metric and that U.S. industry believes that metric use is inevitable. These findings are the result of studies carried out for Metric Commission Canada by RES Policy Research Inc. of Ottawa and J. F. Coates Inc. of Washington, D.C., and by the Amercian National Metric Council.

The studies have been presented to the Office of Metric Programs, U.S. Department of Commerce who have concurred with the review of the status, trends and issues covered in the survey.

Respondents, such as AMOA, said that the international trade considerations are already bringing about metric conversion in manufacturing. This is especially true of heavy machinery, agricultural and construction equipment and automobiles.

Use of metric measurement by the U.S. industry is expected to increase. This growth will come on a product-by-product basis. Companies which are designing in metric are leading the metric transition.

Among 215 U.S. corporations and 100 trade associations, about 65% believe that the metric system will be predominant by the year 2000.

In a meeting held in Washington, D.C., in January of 1984, major corporate and government metric coordinators from both countries reviewed the study findings and addressed the subject of U.S. contraints of Canadian sectors. Among the 17 sectors affected are air and rail transportation, packaging of fish, fruit, and vegetables, heating and plumbing equipment, building and home hardware, some machinery, recreational equipment, electrical wire, aircrafts and parts, radiological units, structural metals, and wood and fine paper products. Consensus was reached to jointly develop methods for removing constraints to metric conversion. ■

AGMA To Provide Legislative Digest

Recently the Amusement Game Manufacturers Association announced plans to provide a monthly information service detailing relevant industry legislative proposals and actions taken in all 50 states.

The first issue of AGMA's "Legislative Digest", which was mailed in May, summarizes 142 bills either pending or passed in 35 states. The document covers a wide range of measures, including taxing, licensing and zoning proposals; arcade operation and curfew restrictions and other miscellaneous bills.

The digest provides a state-by-state legislative analysis, identifying each bill by its sponsor, number, short title, description, history and latest action taken in the respective State House.

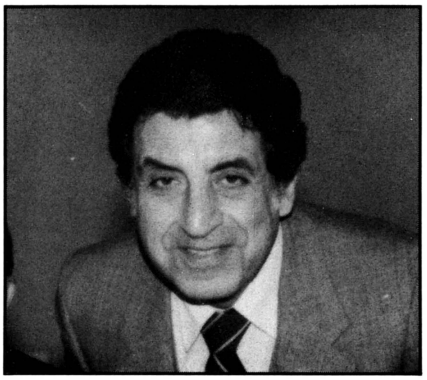
Based on information from the AGMA computerized Legislative Service, the Digest will be sent regularly to all AGMA members, the AVMDA, AMOA and NCMI, as well as to all state and local operators' association. Individuals within the industry who would like a copy may contact the AGMA office.■

AGMA
205 The Strand, Suite 3
Alexandria, Virginia 22314
(703) 548-8044

Erratum: On page nine of the July issue of the LOCATION the photo captions for John Barlow and James Newman were inadvertantly reversed. Mr. Barlow actually appears on the right and Mr. Newman on the left.

The Valley Company Pushes For Televised Pool Tournaments

Editor's Note: As a matter of policy, the LOCATION will, as appropriate, provide a timely forum for industry issues and opinions.



By Chuck Milhem
President of The Valley Company

It is virtually impossible to turn on the television any evening in England and not be treated to some fine "Cuemanship" on the mammoth expanse of a 6' x 12' Snooker Table. Matches are watched intently by men and women from all walks of life — each pulling for their own favorite player to win. The outcome of a particular event becomes the topic of discussion at the office water cooler or at the neighborhood pub — much the same as it is in the United States following a televised sport activity.

The tremendous interest that has been generated in Snooker through the medium of television has inspired many otherwise casual players to become world class competitors and established super stars, such as Alex Higgins, to attain monetary as well as personal rewards commensurate with their skills. As a natural extension of the attention Snooker has received, reception to the faster, less complex American style pool on a Barsize table is growing.

Properly structured television matches could have even greater impact on the sport as played in this country than it has had in England. First of all, we have four times as many people in the United States as they have in the entire United Kingdom. In fact we have almost as many men, women and children that play pool in the United States as they have in the entire United Kingdom.

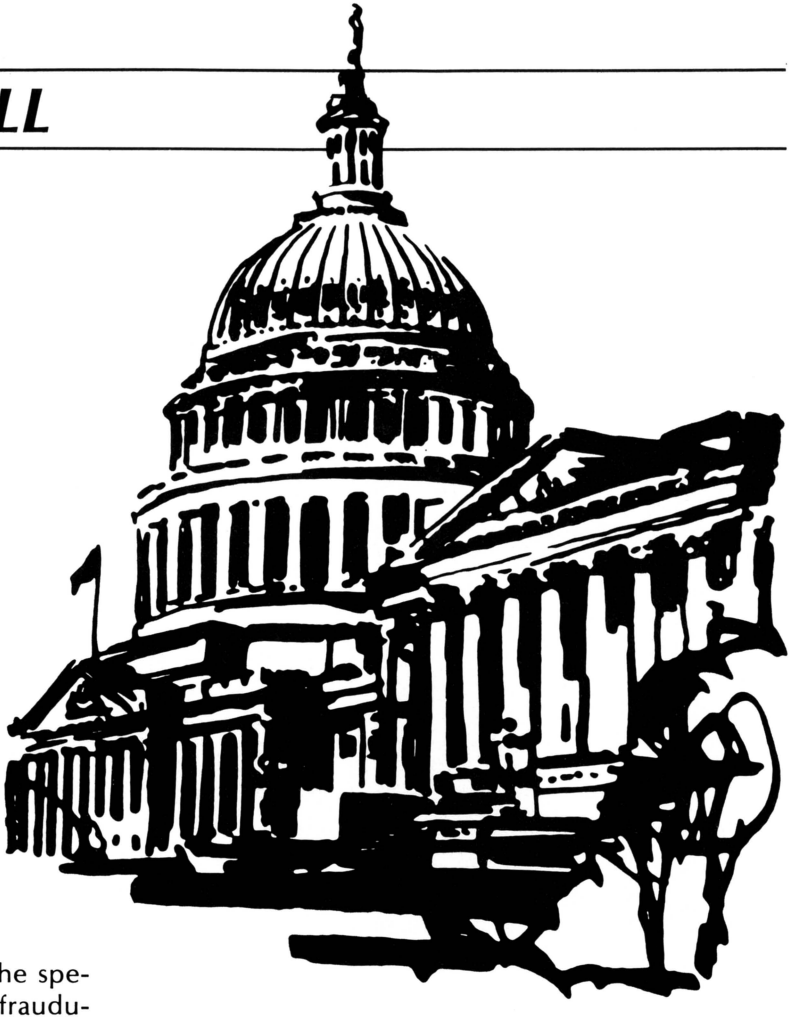
According to a recent A.C. Nielsen study Billiards is among the top participation sports with more than 35 million Americans playing pool. We have hundreds of world class players that have the ability to compete successfully at any level. We have several million serious pool players (including the 17,000 in our own Association) at the "Grass Roots" level that could be future "Superstars".

The few televised pool events our sport has had on ESPN in recent months have been well received by the viewing audience both at their original showing and with re-runs. Our sister sport Bowling, has one of the longest running and most successful shows on television—"The Professional Bowlers Tour". Although the Bowling purses are still small compared to those offered to the Golf and Tennis Professionals, they have increased substantially in recent years enabling several of the bowlers to surpass $100,000 in annual earnings.

Because I believe so strongly that more TV exposure will be beneficial to our industry, in my capacity as President of The Valley Company and a Director of the Billiard Congress of America, I have been actively promoting the establishment of a nationally televised professional tour for pool. Needless to say, this will not be an easy task and we need all the help we can get. I would appreciate receiving your thoughts on this subject.

Your comments are welcome. Please write to: Chuck Milhem, The Valley Company, 333 Morton St., P. O. Box 656, Bay City, MI 48706. ■

FROM CAPITOL HILL



Legislation Introduced To Protect Videogame Copyrights

Legislation that would reduce or revoke the special trading privileges of nations originating fraudulent copies of U.S. copyrighted videogames has been introduced in both houses of the U.S. Congress.

Rep. John Dingell (D-MI), Chairman of the House Energy and Commerce Committee, has introduced H.R. 5634 and Sen. Frank Lautenberg (D-NJ), a member of the Senate Commerce Committee, has introduced S. 2549. The bills have been introduced to protect U.S. intellectual property rights from infringement by other countries.

Both bills would direct the U.S. Commerce Department to review the duty-free trading status granted to such "developing" economics as Taiwan, Hong Kong, and South Korea under the Generalized System of Preferences (GSP) if American software and other "intellectual property" copyrights are not adequately protected. If offending nations fail to cooperate, GSP status would be revoked.■

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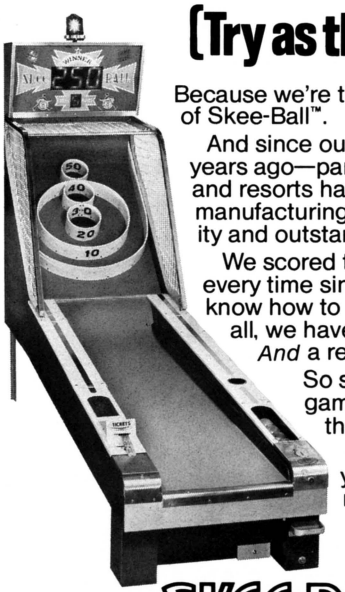

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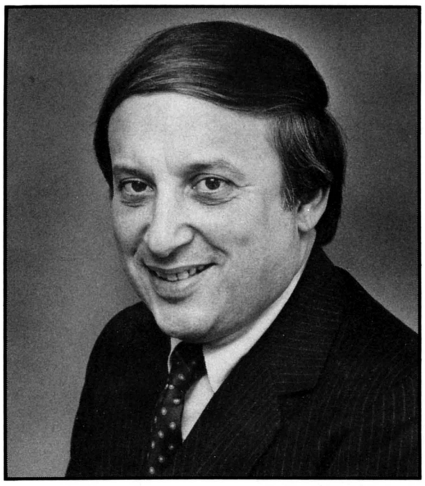
Nice Guys Do Win, Even Over The IRS



by James L. Harfield

James L. Harfield, C.P.A., is an audit partner in the accounting firm of Blackman, Kallick & Company, Ltd. His professional practice centers on closely held businesses, including many in the amusement operator industry.

You might not believe this, but the tax law can be human. In most cases, if you violate a tax rule, you are a loser...Period! Here's one of those rules: If you make payments when you had no legal obligation to do so, the amount paid is not deductible. And the rule makes sense. Simply put, your payments were voluntary, a gift, and gifts are not deductible.

Conway Twitty, the well-known country music singer, beat the rule and the IRS. Here's the delightful tax story. A number of Conway's friends invested in Twitty Burger, Inc., which was a burger franchise corporation. Ultimately, the franchise operation went belly-up. Conway's unhappy investor friends were made happy when he fully compensated them for the amounts they lost.

Conway deducted the payments. The IRS denied them saying there was no business purpose and the payments were made out of a sense of moral obligation. Conway claimed the payments were deductible in his business of being a country music performer. For what reason?...He paid the investors to protect his personal business reputation. In his business this is essential because country music fans are acutely sensitive to any moral flaw perceived in such entertainers. The tax court (Harold L. Jenkins, TC Memo 1983-67) chewed up the IRS' arguments and allowed Conway a full deduction. See now, nice guys do win.■

How Much Is Reasonable Compensation?

"Reasonable compensation" is the cement that holds the total compensation package together. But like it or not, many taxpayers (my clients included) want to take that mystical salary amount equal to as-much-as-the-IRS-will-let-me-get-away-with. Clients give two prime reasons for taking such salaries: (1) I need the money to maintain my lifestyle, and (2) I want the money in my pocket instead of the corporation's pocket. Period!

Years of experience has taught me that the client's thinking is king in this area -- taxes just plain become secondary. The real tax hurdle that must be overcome in these cases in an unreasonable compensation attack by the IRS.

What is meant by the term "compensation?" Compensation includes the regular salary you draw, plus all overtime, bonuses, commissions, and fringe benefits

In Memoriam

Al Bettleman, President of C.A. Robinson & Co., died suddenly on July 4, 1984. He was 70 years old. Services were held Sunday, July 8, at the Hillside Memorial Park in Los Angeles.

Mr. Bettleman is survived by his wife, Leah, sons Ira and Sandy and daughter Silvia.

Donations can be made to the City of Hope, 208 W. 8th Street, Los Angeles, CA. 90014, Attn: Art Ginsberg.

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you receive. Fringe benefits include the monies paid for your benefit into pension plans, profit-sharing plans, employee life insurance, and health and accident insurance. Simply put, the government adds up all the items the company pays for your benefit and the total is your compensation.

Let's identify the real problem. If the total compensation taken by a stockholder/employee is reasonable, this compensation is deductible by the corporation. To the extent the compensation is held unreasonable, it is not deductible by the corporation. But that is only the first half of the problem. Such unreasonable compensation is also taxable to the stockholder/employee as a dividend. The problem begins to compound when the stockholder/employee is faced with the alternative of paying (1) a second tax if the corporation liquidates, or (2) an accumulated earnings penalty tax (a tax levied for failure to pay dividends).

To avoid these problems, many stockholder/employees take unreasonable compensation and are caught in the very tax trap they are trying to avoid. How much can you take? Sadly, there are no precise rules for fixing the amount of compensation that will withstand an IRS attack. The facts and circumstances must be taken into account on a case-by-case basis.

The Reasonable Compensation Cases Are Helpful but Confusing because the problem is a factual one, (what is reasonable?) the cases must be studied. No individual case or group can be used either to support totally or defeat totally your own compensation amount, but important guidelines can be established.

The following list of cases will help you and your professional plan your future compensation package (or defend your prior compensatory arrangements if attacked by the IRS). *Preplanning* is a must.

FACTS IN BRIEF	CASE
1. Increased duties allow for increased compensation (developing a new product).	Danly Machine Specialties, Inc.
2. Time devoted to business is an essential factor.	Tele-Ception of Winchester, Inc.
3. Increasing the volume of business is important.	Detroit Vapor Stove Co.
4. Compensation not upheld because the formula, although established in lean years, stripped away the lion's share of corporate profits.	Charles Schneider & Co., Inc.
5. A plan in existence for 23 years, salary plus 20% of net earnings, was upheld as reasonable.	Madison Silo Co.
6. Low salaries paid in the early years of business can be made up in the current year or future years.	Ox Fibre Brush Co. v. Lucas
7. Comparable salaries are probably the most important factor in determining reasonableness.	Loesch & Green Construction Co.

Compensation is only one way to skin the business tax cat. Want to learn 23 other ways? Send for the *Special Report: America's Best Tax Shelter . . . Your Business* - $21 to: Blackman, Kallick & Co., Ltd. 180 N. LaSalle St., Chicago, IL 60601. ■

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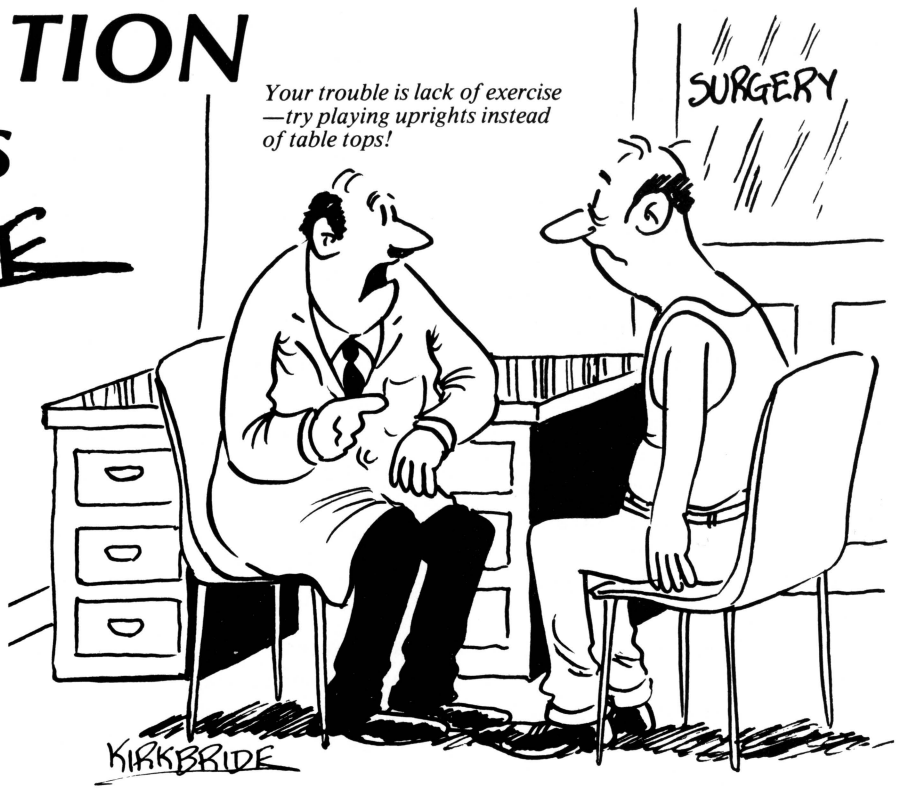

The *LOCATION* has a special Thanks to give to David Snook of *Coin Slot*, London, England for making available to us his 15 year collection of Kirkbride cartoons.

We hope that Mr. Kirkbride will become as much a favorite of yours as he is to his English fans. (ED).

THE LOCATION NOW HAS CLASSIFIEDS!

The back of each LOCATION magazine will carry a classified advertising section at reduced advertising rates. Classifieds may include equipment or services for sale, positions wanted and positions available. Rates are as follows: $10.00 per column inch. Each page contains three columns and are ten inches each. Multiply the number of inches by the number of columns for the net cost. Minimum one inch. Add $5.00 for the use of blind box numbers or if border is placed around ad.

Other classified rates are as follows: Full page $300; two thirds page $225; half page $150; quarter page $75.00.

No commissions are allowed in the classified section and payment must accompany order.

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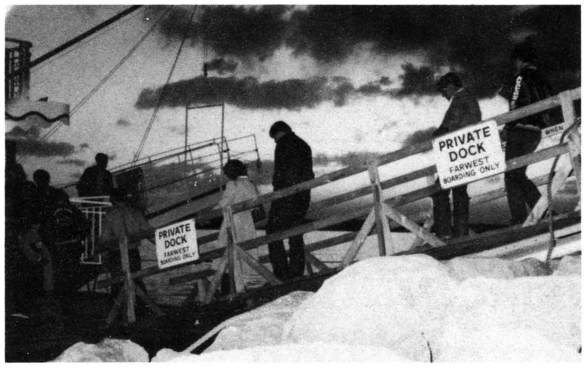
Bob Hope Congratulates North Dakota Operators

Greeting well wishers from the North Dakota State Association, Comedian Bob Hope congratulates them on their role as entertainers, and says "Coin-op" will always have its place in America's hearts.■

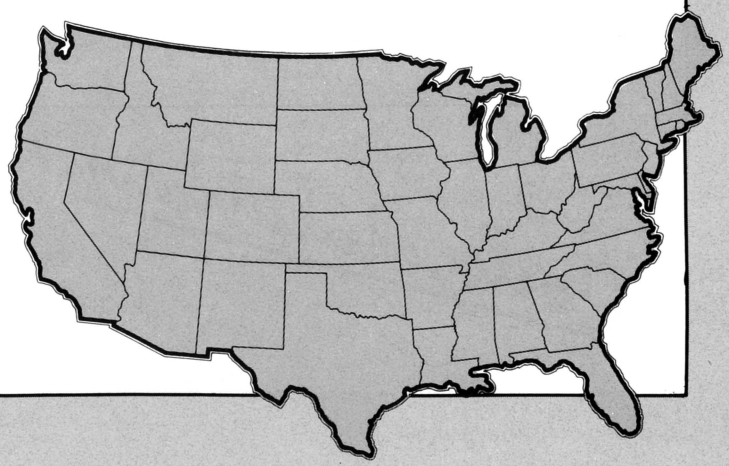
"Without volunteers, few State Associations would manage to be anything but letterheads on stationary," says Margo Bennett of Bismarck Amusement Co. Bismarck. Margo should know because for the 5th year in a row she has been asked to act as Secretary/Treasurer cum Chief Organizer for the Association. Pictured (l to r) Vicki Joseph, Northwestern Manufacturing, Williston, Margo Bennett and Sandy Paulus of Happy Time Amusement, Wishek.■

Bob Sande of Sande Music, Dickinson uses the last hours of his Presidency of the NDCMOA to make sure that incoming President Lowell Thomas has the basics down.■



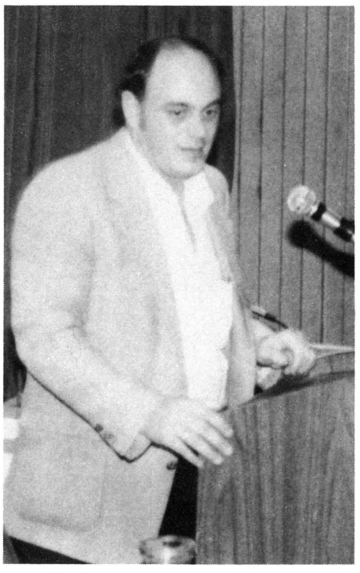
The excitement of State meetings is not limited to meetings, exhibits and educational programs, there is always that special time when operators get together just for the pleasure of each others company. Here the NDCMOA members and guests board a paddle-wheeler for a dinner cruise up river from Bismarck.■

(Around The States continued on page 28)



State Associations Base Their Strength On Volunteer Leadership

Wisconsin Amusement and Music Operators, Inc. (WAMO) President Elmer Schmitz, Jr. of Schmitz Amusements, Hilbert, WI opens the 1984 general business meeting with a moving "thank you" to his fellow operators for a year of growing support for WAMO's goals and programs. ■



The "New Professionalism" takes the floor at the WAMO meeting. (l to r) Robert A. Berman of Modern Specialty, Madison, Walter Bohrer, Hastings distributing, Milwaukee and Richard Jacomet of Red's Novelty, West Allis, bring home to operators first; the need for and second; the how to of running a route based on sound financial principles. ■

California Coin Machine Association Gathers For First Annual Convention

Members of the California Coin Machine Association gathered in the City of Industry in California for their first annual convention held May 11-12.

Taking place at the Industry Hills Sheraton Resort, the convention featured a schedule of industry discussion, association business and a machine auction. Beginning the two-day event, CCMA Executive Vice President Clyde Love, welcomed the group and urged everyone to help increase membership for the new association which currently has over 100 members.

"Survival in the '80's" was the topic for the industry discussion, headed by a panel of industry executives from various associations and manufacturing companies. Each panel member provided brief perspectives on their view of the coin machine industry today, which was followed by a question and answer period.

As a special feature to add to the close of the convention, CCMA held the long-awaited machine auction for which over $12,000 was raised to add to the association's treasury. ■

Congratulations

At its Spring Show, WAMO Executive Director Joe Phillips announced that within the last 2½ years the association had increased its membership base by 90%. Not a bad record. Not bad at all. ■

PAMMA Members Mix Education And Fun On The Beaches Of Jamaica

PENNSYLVANIA AMUSEMENT and MUSIC MACHINE ASSOCIATION (PAMMA) members were up early on a Spring Friday morning in Ocho Rios, Jamaica to share ideas in a seminar led by John Estridge of Southern Games, Nashville on "Marketing Coin-Operated Entertainment in the 1980's." The participants were in agreement that the Shake-Out in the videogame business is in full swing. Many of the new entrepreneurs who were attracted to our industry, believing they were on the road to immediate riches, are now finding themselves on the way out with empty pockets. The audience, with an average of over 20 years experience in the industry, had seen a number of the boom and bust cycles before, so could readily identify with Mr. Estridge's observations.

Mr. Estridge's message was clear, it's back to the basics: Jukeboxes, Pool Tables, Flipper Games and Videogames used with caution. Operators must get back to service, customer relations, promotion of machine play and planned rotation of equipment. In addition, operators must be willing to exit many of the accounts acquired during the boom years that are no longer profitable according to Mr. Estridge.

On Saturday morning the group was up early again to participate in a seminar on "Managing in the 1980's." Again basics were the key—only this time management basics. According to John Estridge "It is time to review our structure to ensure that all important tasks are being performed properly and timely. It is also a time to review the productivity of employees and be willing to make necessary changes. It is also time to review customer contracts and take necessary steps to assure profitability."■

Pennsylvania Association makes dreams come true for a Young Jamaican

A twelve year old boy from Ocho Rios, Jamaica, who befriended the PAMMA group while they were on a spring Education Program cruise, had his dream come true when the group bought him a 10 speed bicycle as a farewell gift. Since his family includes 10 brothers and sisters he never expected to really have a bike of his own. But, in keeping with the spirit of the gift, he assured his PAMMA friends that he would share it with his family.■

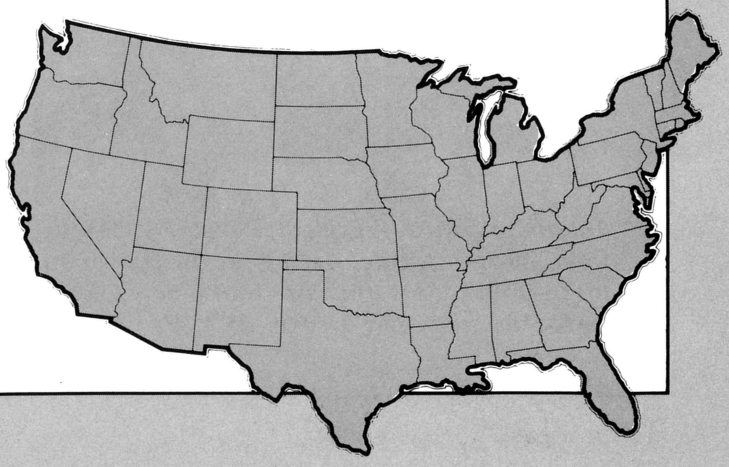
Pennsylvania Pushes Jukebox Legislation

In early May, several Pennsylvania operators met with Pennsylvania Senators John Heinz and Arlen Specter in Washington, D.C.

The purpose of the meeting was to discuss the proposed jukebox legislation with the hopes of gaining sponsorship from the two PA. Senators.

Sharon Harris and Harvey Fischer repre-

(Continued on page 30)



AROUND THE STATES

Pennsylvania

(Continued from page 29)

sented the Philadelphia area, Tom Kavouras spoke for the Pittsburgh operators and Russ Warner represented Erie vendors and Bill Vannasy was the Harrisburg delegate.

Follow-up thank-you letters were sent out to the two Senators urging a YES vote on Bills H.R. 3858 and S 1734.■

New Officers

Ohio

The following officers were elected to the OMAA Board of Directors during its annual meeting and convention in May.

President: Larry Van Brackel (A. Van Brackel & Sons, Defiance)

1st Vice President: William Levine (Atlas Management, Cleveland)

2nd Vice President: Harold Laughlin (Laughlin Music, Athens)

Treasurer: Norman Borkan (AAV Companies, Solon)

Secretary: Phillip Elum (Elum Music, Massillon)

Board Chairman: Richard E. George (Roy George Music, Painesville)■

Outgoing OMAA President, Richard E. George, Roy Georges Music, passes on the gavel and his personal congratulations to the new OMAA President Larry Van Brackel of A. Van Brackel & Sons.

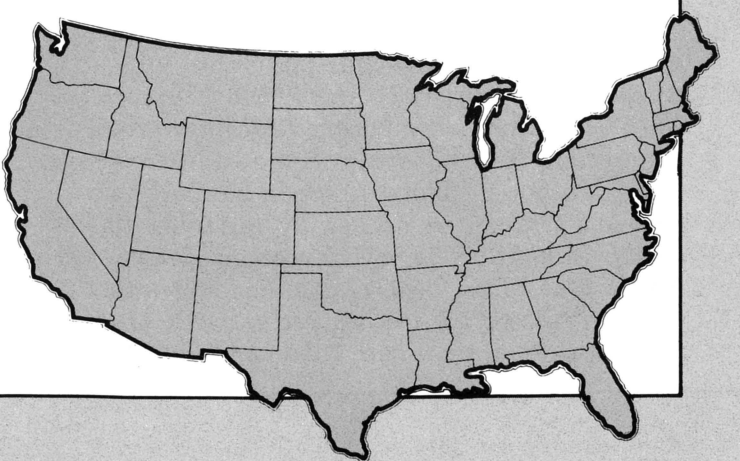
North Dakota

President:	Lowell Thomas Modern Coin Equipment Minot
Vice President:	Sandy Paulus Happy Time Amusement Wishek
Sec./Treasurer:	Margo Bennett Bismarck Amusement Company Bismarck■

Wisconsin

At its Spring convention and trade show the Wisconsin Amusement and Music Operators elected the following officers and directors for the '84-85' year:

President:	Richard Watson Watson's Vending Sheboygan
Vice President:	Richard Mellen Mellen Sales & Service Green Bay
Secretary/Treasurer:	Gordon Perlewitz Pearly's Distributing, Inc. Laona



Location Exclusive

The Question of Bailments In The Vendor-Vendee Relationship

By Dr. Richard J. Hunter, Jr.

(Editor's Note: Dr. Hunter is an Assistant Professor at the College of Business, University of Notre Dame and a frequent contributor to the AMOA Executive Development and Certification Program. In just a few short years Dr. Hunter has earned an impressive reputation for his knowledge of the issues effecting the operator and the coin-op industry.

*We are especially proud to have Dr. Hunter joining the Education Program line-up at Expo '84' where he will discuss "**The Basics of Writing Location Contracts.**")*

A bailment may be defined generally as the delivery of goods or personal property by one person, the bailor, to another person, the bailee, for a particular purpose, with the clear understanding that at a future date, the goods or property will be redelivered to the bailor or to some designated third party in accordance with the bailment contract or agreement. In general, a lease of equipment creates a traditional bailment relationship, while a sale of the same equipment would be treated quite differently by the legal system because the purchaser will acquire title to the equipment and would be under no duty to return the goods or property.

The lease of video and game equipment, jukeboxes, cigarette or other vending machines is said to create a special type of bailment, a "mutual benefit" bailment, sometimes called a "bailment for hire," because both the bailor and the bailee receive benefits from the bailment relationship. For example, if the Ajax Vending Company leases or rents a cigarette machine to one of its vendees, Pierce Brothers, Pierce Brothers, the bailee, benefits by being able to use the machine to bring in revenue (often on a shared-basis) and the vendor-bailor, Ajax, benefits by the receipt of payments of rental charges or a service fee. In a case of a mutual benefit bailment, the bailee is required to exercise ordinary care over the property, which means that the baile must show the same kind of care that a "reasonable man" would use to protect and preserve his own property in that circumstance. If the bailee does not exercise reasonable care during the time of the bailment, and should the property be lost, damaged or destroyed, the bailee would be liable for *negligence* . However, the bailee is not liable in all cases; only where he fails to exercise the prescribed degree of care. Should the property be lost or damaged or perhaps even stolen without the fault or negligence of the bailee, the bailee is not liable to the bailor, as where the property is destroyed in a fire or a flood that can not be attributed in any way to the fault, omission or negligence of the bailee. However, in a mutual benefit bailment, as in the case of other types of bailments, the burden of proving that the required degree of care was met is placed squarely on the bailee, since because of the bailee's possession and control, he is in a superior position to explain the cause of the damage or destruction. If the bailee is unable to satisfactorily explain the loss or destruction, he will be found to have violated the bailment contract and will be held liable for the resulting loss.

When equipment is leased or rented, the bailor makes an im-

(Continued on page 32)

Bailments

(Continued from page 31)

plied warranty or promise that the property has no "hidden defects" which might make it unsafe for use either by the bailee or some third party who might be reasonably expected to use the property. The bailor must use "reasonable care" in inspecting the property and seeing that it is safe for the purposes for which it is rented. The bailor might be liable for injuries suffered by the bailee or third parties because of defects that the bailor knew about or that he should have discovered by a reasonable inspection.

In addition, if the equipment is rented to someone for personal use, (direct rentals to individual customers) many courts today state that there may be an "implied warranty" that the goods are "fit for the ordinary purposes for which they are rented." Some courts have also imposed "strict liability," (liability without fault or negligence) on vendors or bailors of certain types of property that turn out to be more dangerous than the lessee-bailee would have expected. *(Price v. Shell Oil Co.,* 466 P. 2d 722, California, 1970.) For example, the lease of sophisticated electronic machines or equipment seen in many videogame parlors in the United States today may give rise to the imposition of the absolute or "strict liability" standard.

Modification Of The Duty

A common type of contractual modification, or an attempt to alter the duties, responsibilities and liabilities of the parties, is termed a disclaimer of liability or an "exculpatory clause." While in the most typical case, a disclaimer would be offered by a bailee who may attempt to relieve himself of liability for destruction, loss or damage to the property of the bailor, (as in the case of a restaurant or theater claim check or parking lot situation,) what would be the result if a vendor-bailor placed the following clause in a contract: "The vendor is not liable for loss or damage to the person or property of the lessee or to third parties.." The Courts would probably treat this clause as a general disclaimer and would apply a rigorous analysis to determine its validity. These disclaimers of liability for intentional wrongful acts are not generally favored by the Courts and are construed or interpreted against the party relying on them; that is, the language used must be both clear and explicit.*(Van Dyke Enterprises v. Eastman Kodak Co.,* 189 N.E. 2d 693, New York, 1963.) Such clauses, whether proffered by the bailor or bailee, are frequently declared to be illegal by the Courts as contrary to public policy. *(Hy-Grade Oil Co. v. New Jersey Bank,* 350 A. 2d 279, New Jersey, 1975.) "It has been said that a provision....wholly relieving a bailee (bailor) from liability for the loss of property is contrary to public policy and invalid." *(Carter V. Reichlin Furriers,* 386 A. 2d 648, Conn., 1977.) The result is especially pronounced where the parties do not stand on equal footing; where there is "great inequality of bargaining power;" or where the clause was forced upon the bailee on a "take it-or leave it" basis. In addition, while it might be possible "in fact" to disclaim liability in a particular contractual relationship between an individual vendor and vendee, it is highly unlikely that a Court might permit such a disclaimer against a third party who is not a party to or a participant in the contract entered into between the bailor or the bailee.

Likewise, a party's ability to be relieved of liability for negligence may also be restricted in other ways in addition to imposing strict liability. Frequently, the Courts will require that a disclaimer be specifically communicated to the opposite contracting party, The "notice requirement" may be satisfied by either "pointing out" or "calling to the attention" of the bailee the specific exculpatory language. As one Court stated: "Provisions exculpating a bailee (bailor) or limiting his liability are not necessarily a part of the bailment contract in the absence of *actual knowledge* of them." Whether or not a particular provision forms a part of a contract is ordinarily a factual question, reserved for the trier of fact, oftentimes a jury of socio-economic peers. In addition, the Courts will look with disfavor at such clauses if they were offered on a "take it or leave it" basis or were not the subject of an arms-length bargaining process. *(Weaver v. American Oil Company,* 276 N.E. 2d 144, Indiana, 1972.) Even if it is possible to prove awareness of the disclaimer, such a clause might still remain unenforceable on grounds that it runs contrary to "public policy."

Finally, oftentimes an attempt will be made to limit liability in the bailment relationship to a certain dollar amount or within a certain dollar threshhold. Besides imposing the general requirements of notice, awareness, knowledge and specificity discussed earlier, Courts will frequently require that the amount in question be "reasonable," that is, that it bears some general relationship to the actual damages expected or anticipated and that the limitation must be "reasonable concerning the nature of the activity." *(Garretson v. U.S.,* 456 F.2d 1017, 1982.) Questions concerning the reasonableness of an actual limitation will certainly

SERVICE BULLETIN

ATARI®
A Warner Communications Company

FIREFOX*

Amplifone Raster Modification

Step 1 is mandatory and must be done immediately.

Steps 2 through 6 provide increased protection to the deflection board and should be installed by a qualified technician as soon as possible, but especially if the game fails.

1. **Neck Board**

   Cut the trace between the pad at CRT socket pin 5 and the nearest pad. Install an insulated jumper (1000 volts or better insulation) between pad at CRT socket pin 5 and either of the pads at spade lug J9. Use a number 20 wire.

2. Cut the trace between connector J8 pin 9 pad and the base pad of Q10. Install a 330 ohm, ±5%, ¼ watt, resistor between the base of Q10 and the connector J8 pin 9 pad.

CAUTION
To prevent arcing, it is absolutely necessary to use a carbon-composition resistor in the following step.

3. Remove the focus terminal cover from the CRT socket and unsolder the focus lead from the terminal. Solder a 22 meg-ohm, ±5%, ½ watt carbon-composition resistor to the terminal with the end flush with the terminal and resistor parallel to the board. Solder the focus lead flush with the other end of the resistor, and trim the resistor lead. Route the focus lead back to the exit groove, and replace the cover.

4. **Deflection Board**

   Install a 1N751A zener diode (5.1V) to the vertical sync input, anode to ground, as follows:

   a. Locate the first pad connected to J1 pin 5 on the trace or circuit side of the board. Note: PLL board is installed in place of J1.

   b. Locate the pad going to ground near J1 pin 6, between pin 6 between pin 6 and R10.

   c. Install the zener diode (anode to ground) between these two pads on the circuit side of the PCB

5. a. Remove C5 (0.1*u*F) axial cap.

   b. Install a 0.22 *u*F (25 V) axial cap between the cathode and gate of Q4 (MCR101), soldering one lead of the cap to the cathode pad (square pad) of Q4 and the other lead to the pad of C5 connected to the gate of Q4. Install the cap on the circuit side of the PCB.

6. Route the high-voltage anode lead away from the deflection board, and secure it with a wire tie wrap.

*FIREFOX is a trademark of Warner Bros. Inc. © 1982 Warner Bros. Inc. © 1983 Atari, Inc.■

cause difficulty because of the imprecise nature of the legal standard.

In summary, while disclaimers, exculpatory clauses and limitation of liability clauses are frequently found in contracts assigning the rights and duties of the parties in a bailment relationship, the legal status of such clauses remains in doubt. Both "public policy" considerations, and a growing trend toward strict or absolute liability (especially in those businesses that may be termed "inherently dangerous activities) may effectively limit the use of such clauses in future contractual relationships. Before any vendor would incorporate any such clause or clauses into any contract, he should consult with competent legal counsel who might be able to advise him of the view of the issue then currently held by individual state courts. ■

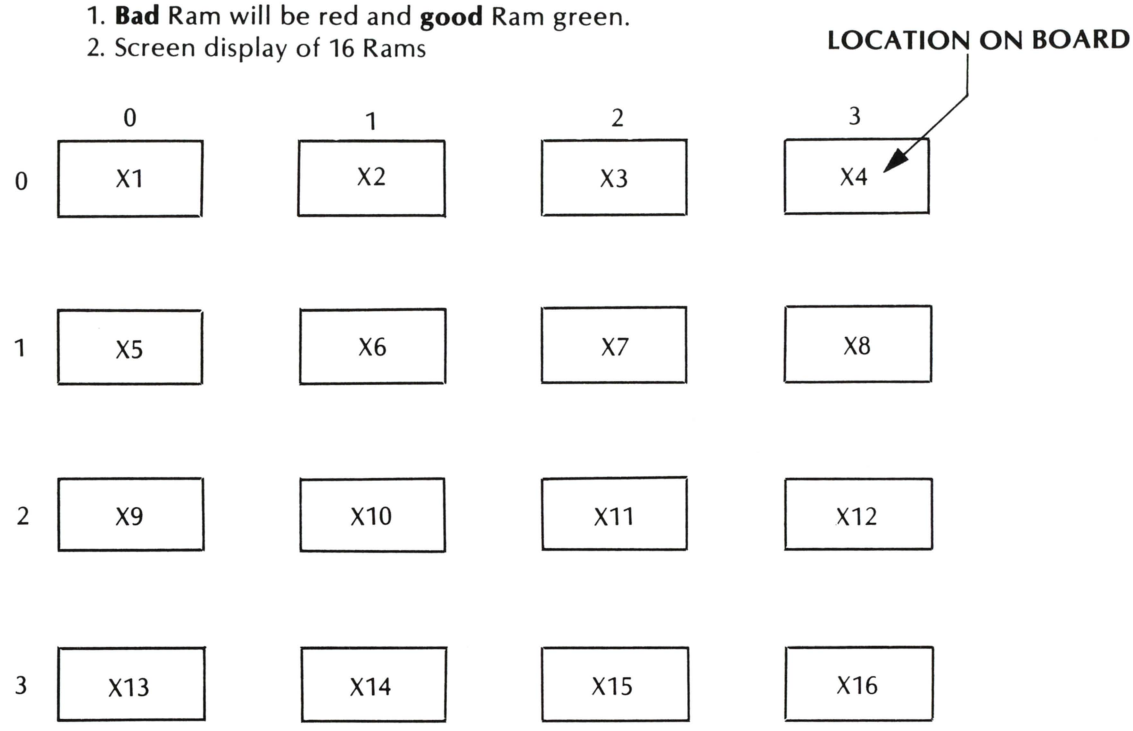
SERVICE BULLETIN

Bally MIDWAY MFG. CO.

GAME: TEN PIN DELUXE SHUFFLE ALLEY

SUBJECT: RAM LOCATION - SCREEN RAM BOARD (A082-91466-A000)

1. **Bad** Ram will be red and **good** Ram green.
2. Screen display of 16 Rams



GAME: TEN PIN DELUXE SHUFFLE ALLEY

SUBJECT: ROM SELF—TEST

Bad EPROM location code Super Game Memory Board (A082-91467-B000).

DISPLAY ON SCREEN	LOCATION ON BOARD
A (Good — Bad)	X1
B "	X2
C "	X3
D "	X4
E "	X5
F "	X6
G "	X7
H "	X8
J "	X9
K "	X10
L "	X11
M "	X12
N "	X13
P "	X14
Q "	X15
R "	X16
S "	X17

AMOA Cigarette Committee Seeks To Identify Street Vendors' Problems

The newly formed AMOA Cigarette Committee came away from the San Antonio Spring Board of Directors meeting with a clear mandate to identify problems affecting street cigarette vendors. But the starting point has to be input — input from vendors themselves. For this reason, Committee Chairman, Norm Pink of Advance-Carter, Minneapolis, MN., and Vice Chairman, Jack Kerner of Melo-Tone, Somerville, MA., are requesting that every operator of cigarette vending machines write to the National Headquarters outlining the concerns facing this part of their business.

This input needs to come from operators who see the problems at their most basic. This is definitely one time that taking the time to write a letter is justified.

To smooth the entry of cigarette vendors into the AMOA membership, new members will enter at the lowest dues level for operators, no matter what the size of their operation. New members signing up prior to the October 24-27 AMOA INTERNATIONAL EXPOSITION OF GAMES and MUSIC will pay only $125.00 for a year's membership and will receive two registrations to the Expo (a value of $150.00). Following the Expo, the membership dues will be $150.00.

Send in that vital information AMOA needs from you about your problems, write to:

Cigarette Vending
AMOA
2000 Spring Road
Suite 220
Oak Brook, IL 60521■

SERVICE TIPS

FAST AID HOT LINE: 800-323-0666
EXCEPT ILLINOIS: 312-981-1000 Ext. 215
TELEX: 253290

TAITO®

■ ON FAILURE ONLY

GAME: ICE COLD BEER, ZEKE'S PEAK

SUBJECT: BALL STICKS BETWEEN HOLE AND BAR IN ATTRACT MODE.

SOLUTION: REPLACE EPROM ICB-23A OR ZP-23A WITH PROGRAM UPGRADE.

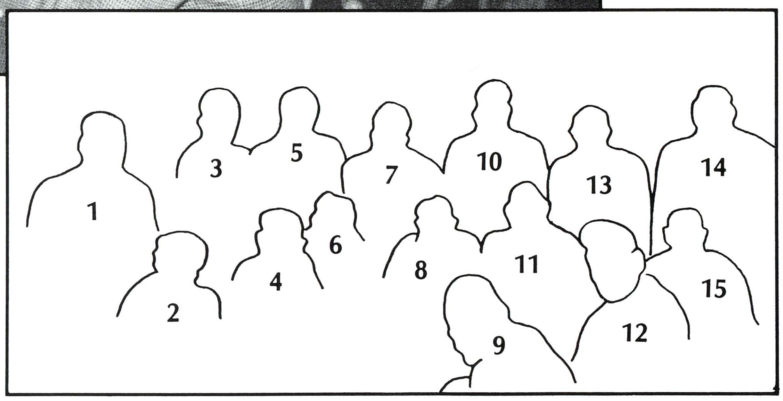
PARTS NEEDED:	QTY	DESCRIPTION	PART NO.
	1	ICB-23A UPGRADE EPROM	16-00033-223
		OR	
	1	ZP-23B UPGRADE EPROM	16-00034-223

DISPOSITION OF OLD PARTS: RETURN FOR CREDIT

PROCEDURE: REMOVE EPROM ICB-23A (ICE COLD BEER) OR EPROM ZP—23A (ZEKE'S PEAK) AT LOCATION U23 ON THE GAME LOGIC BOARD, AND REPLACE WITH THE APPROPRIATE UPGRADE EPROM, ICB-23A FOR ICE COLD BEER, OR AP-23A FOR ZEKE'S PEAK. USE CARE WHEN INSTALLING THE UPGRADE EPROM, WATCHING FOR BENT PINS, AND ORIENTING THE PIN #1 NOTCH THE SAME WAY AS THE INDENT IN ONE END OF THE EPROM SOCKET.

YESTERDAY

First Board of Directors Meeting of the National Association Music Operators of America



Can you help identify these Board members, the year the meeting took place and where? We'll start you out with #11, George A. Miller, MOA's first President. Let us know -- write

AMOA
LOCATION magazine
2000 Spring Rd., Suite 220
Oak Brook, IL. 60521

CALENDAR OF EVENTS 1984

The 1984 AMOA International Exposition of Games and Music
CHICAGO HYATT REGENCY HOTEL
OCTOBER 24-27
CHICAGO, ILLINOIS

EDUCATION PROGRAM, 1984
Contact AMOA for details
AMOA-NOTRE DAME
EXECUTIVE DEVELOPMENT PROGRAM, 1984
Session IV-November 11-14

AUGUST

PENNSYLVANIA AMUSEMENT AND MUSIC MACHINE ASSOCIATION
August 17-19
Hershey Lodge & Convention Center
Hershey Park, PA

MUSIC & VENDING ASSOCIATION OF SOUTH DAKOTA ANNUAL MEETING
August 11-12
Holiday Inn
Rapid City, SD

WYOMING CANDY, TOBACCO & COIN VENDORS ASSOCIATION STATE MEETING
August 24-26
Teton Village
Jackson Hole, WY

SEPTEMBER

COLORADO COIN INDUSTRIES ANNUAL MEETING
Aspen, Colorado
Late September

NORTH CAROLINA COIN OPERATORS ASSOCIATION, INC.
September 14-16
Sheraton Hotel
Charlotte, NC

MICHIGAN COIN MACHINES OPERATORS ASSOCIATION
September 28-29
Plymouth Hilton Inn
Plymouth, MI

WEST VIRGINIA MUSIC & VENDING ASSOCIATION
September 6-8
Heart-O-Town Holiday Inn
Charleston, WV

WISCONSIN AMUSEMENT AND MUSIC OPERATORS FALL MEMBER CONFERENCE
Midway Motor Lodge
Brookfield, WI
September 28-29

OCTOBER

AMUSEMENT & MUSIC OPERATORS OF VIRGINIA, INC.
October 12-13
John Marshall Hotel
Richmond, VA
Convention & Trade Show

SPECIAL: Hitting The Bullseye With Darts

The next time you stop to watch a game of darts while visiting one of your locations, take a minute to remind yourself that you're watching a tradition which was started and mastered by the British nearly a century ago.

The history of darts in its present form dates back to at least the turn of the century, but the game itself has roots which can be traced to as early as the thirteenth century. Dart historians usually refer to the 1600's as a starting point, when English soldiers competed with each other by throwing spears at the ends of wine barrels or the cross sections of tree trunks. The pilgrims also played a version of this game called "butts", which used short arrows instead of spears. A good deal of this information is guesswork, but historians believe that as long as men have had spears and throwing weapons, they have practiced on various targets. The Chinese and Japanese have thrown a variety of objects for thousands of years and they invented the bull's-eye targets long before the Europeans did. One of the throwing devices used was called a "shurichen", made out of metal and molded into flat discs with sharp points. A master thrower can hit a target the size of a dime from a 30 foot distance.

In Europe, one of the first references to darts appeared in the 1300's. Chaucer wrote of a "darte" in 1734, and from 1400 on, the word becomes common. In 1532,

Anne Boleyn presented Henry VIII with a set of darts. However, there is no evidence that these were anything more than short hunting arrows.

Most historians agree that the game is thought to have started with the spear throwing games of the 1600's, even though the items thrown were hunting and war weapons and the game was played more as practice in sport and battle than for its own merits. Many

(Continued on page 38)

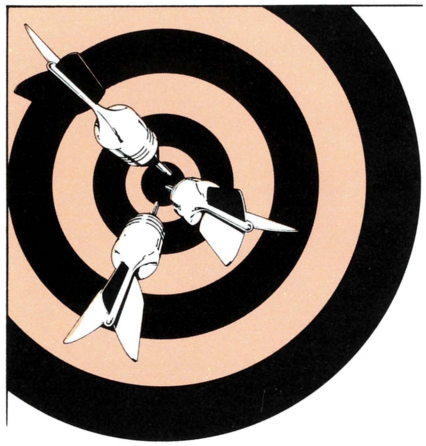
IN PASSING

Videogames enter the world of dentistry — a behavioral scientist at an upstate New York dental school uses electronic videogames suspended from the ceiling to distract patients while the dentist works on their teeth. ■

Quote of the month; when asked why he uses location contracts, North Dakota operator Lowell Thomas of Modern Coin Equipment answered "because I like to sleep nights". ■

According to Columnist Sydney J. Harris, hatred strengthens resolve, but weakens character, so that the best haters commit the worst deeds. ■

Tape recordings were invented by a Viennese who was actually working on a project to produce "gold-tipped" cigarettes, which were the rage in the 1920's. ■



Darts

(Continued from page 37)

authors have filled the historical gaps with their own legends, but there is no evidence to prove any of these tales. The most commonly accepted version states that, due to cold weather, the British moved practice indoors. This made the spears impractical and this led to the development of the short dart and more carefully marked playing board.

It is known that the game in its modern form, was played in 1896. In that year an Englishman named Brian Gamlin is said to have developed the marking system used on modern dartboards. In 1898, an American filed a patent on a folding paper dart and in 1906, the first metal barrel dart was invented. The first perfect score of 180 was thrown by John Reader, a British undertaker, in 1902. Finally, in 1927, the first major dart tournament was held, sponsored by a London paper, the *News of the World*. Historians back this date as the year that darts were considered a major force in the world of games.

A good deal of legend and tradition follows the game of darts and one story dates from 1908, when games of chance were illegal in British pubs. In that year a taverner named Foot Anakin was charged under this law because of a dart game in his inn. The story goes that after the prosecution made its arguments, a dart board was set up in the court room and Mr. Anakin threw a 180, or three darts in the triple 20. The prosecution then threw, and managed to hit the board only one time. Anakin then threw another 180 and it was then decided that darts was a game of skill and not chance. Thus, it could be allowed in pubs without fear of moral corruption.

It was during a business trip to Ireland in 1975, that one Rockford, Illinois man stopped at one of the local pubs and saw firsthand the vast popularity of darts (there were over seven million registered players in England alone that year). The thought occurred to him that this would make a great coin-operated amusement. On his return to the states, he commissioned an aide to assist in the development of the new game.

The first model was a far cry from the present version of the coin-operated dart game. The board was similar to a bed of nails with each "nail" electrically connected. A dart made of a foil type substance closed the circuit when thrown. After three throws, an arm device came down and swept the darts down onto a conveyer, which returned the darts to the player. The scoring was inaccurate and this model had little success. The company was named Arachnid (A-rak-nid), which is the Greek word for spider. The web of the dartboard is traditionally called a spider also. With the passing of time, improvements were made in the design of the game and in 1976, the first production unit was marketed. It was in 1977, that Paul F. Beall, now owner and President of Arachnid, Inc., first came across the game and created some ideas for a dart league.

The evolution of "English Mark Dart" Electronic Darts, has become a proven success during a short eight years, with leagues forming at a constant rate all over the country.

(Editor's Note: Watch for the Expo '84' Education Program on setting up a dart league in your locations). ■

UP-TO-DATE BY EAR

Information. A barrage of it. And it is just not possible to find time to read it all. Recognizing this problem, AMOA has instituted a service that offers an alternative; Educational Seminars on cassette. Immediately, current trends and developments are available to you.

The following courses are now available only through AMOA. Look the list over and use this order form to reserve your choice. (Include payment with your order)

_____ **PROFIT PLANNING THROUGH ANALYSIS 0301**

Manley Lawson, Lawson Music Co., provides a useful review of the basics of profit planning using analysis. The following topics are explored: (1) overhead; (2) realistic fixing of direct expenses: (3) figuring real depreciation; (4) allocating replacement costs. Wally Bohrer, Jr., Hastings Distributing, continues with an outline of the relationship between growth and survival.

_____ **INTRODUCTION OF COMPUTERS AS THEY APPLY TO BUSINESS MANAGEMENT 0302**

Software, hardware, floppy discs, hard discs, processors, printers. How do you decide? When do you decide? If you are shaking your head already then Peter Mataya from IBM provides an understandable primer on shopping for the right equipment.

_____ **TECHNICAL SEMINAR: 0303 SIGNATURE ANALYSIS FOR MICROPROCESSORS/SEMINAR**

J. W. Sneed, Jr., Gen. Mgr., Electronics Div., KurzKasch, Inc. A good review of test equipment and procedures for repair of electronic machines.

_____ **CIGARETTE TAXES AND VEHICLE COSTS 0304**

Bruce Hatter, R.J. Reynolds Co.; Alan Bershad, Penn Regal Vending Co.; Jack Kerner, Melo-Tone Vending; Robert W. Singer, Pres. B&F Amusements. Covers topics of: (1) how you can use services of major companies for demographics, brand placement and promotion; (2) inventory control; (3) security and (4) reducing fuel costs.

_____ **COMPUTERS: ARE THEY FOR YOU OR AREN'T THEY? WHAT TO DO TO MAXIMIZE THEIR USE IF YOU GET ONE. AN OPERATOR'S VIEW *0305**

Robert Baker, V.P., Melo-Tone Vending, Inc., Massachusetts; Manley Lawson, V.P., Lawson Music Co., Florida; and Dock Ringo, Ringo & Ball, Texas. How do you determine if there is a cost justification for a computer? What to watch for in selecting and installing a computer; batch vs. on line installations; and most effective use of a computer in a Music and Games company are only highlights of this operator view program.

_____ **HOW STATE/LOCAL ASSOCIATIONS CAN PRODUCTIVELY ADDRESS THEIR PROBLEMS. 0306**

Hotlines? Membership Drives? Priorities—and funding them? PAC's? "What works and why" is the theme of this Industry Seminar moderated by John Estridge, Past President of the Amusement & Music Operators of Tennessee with a three member panel of Richard George, President of Ohio Music and Amusements Association, Norman Pink, Past President of the Music Operators of Minnesota and Paul Corey, Executive Vice President of the Ohio Music & Amusement Association.

_____ **FAMILY ORIENTED AMUSEMENT CENTERS 0307**

The operator's operator, Barry Kane, Director of Amusement Center Operations for Advance Carter Co. of Minneapolis will analyze the A to Z of developing an Amusement Center location. His discussion will cover what must be considered in layout, how to hire and who to hire and even how to set up in-house training programs. In addition, Mr. Kane provides an insight into setting up a system for cash controls from within and how to select the right games and right game mix to appeal to all members of a family. Mr. Kane's session is followed by a question and answer period.

_____ **OPERATING A SUCCESSFUL ARCADE—THE GUIDELINES 0308**

Don Van Brackel, A. Van Brackel & Sons, Ohio moderates this discussion developed by Lee Melchi, of Jack F. Eiser Sales Co., Inc., Indiana and Jack D. Kerner of Melo-Tone Vending, Inc., Massachusetts. This is a "nuts and bolts" seminar that covers the range from what to avoid to what to do, how to develop a high profit while maintaining good community relations and the reducing of potential for local restrictions through effective preplanning.

_____ **PINBALL MERCHANDISING: AN ALTERNATIVE 0309**

This seminar will give you the insight needed to tap the market potential of an old standby that is building a new audience. The moderator of this seminar is Tom Nieman, Bally-Midway Mfg., Franklin Park, IL. The panel will consist of Bernie Powers, Bally's Aladdin's Castle, Chicago, IL; Sharon Harris, Stan Harris & Co., Inc., Philadelphia, Pa; Joe Kaminkow, Williams Electronics, Chicago, IL; Jack Hubka, Bally-Midway Mfg., Franklin Park, IL.

_____ **FUN CENTERS: A QUEST FOR IDENTITY AND STYLE 0401**

An industry session drawing together some of the best in the business to directly address the planning, scope and need for imprinting a distinct identity on your current or planned Fun Center. 'Murph' Gordon from Aladdin's Castle, Chicago; Tom McAuliffe of Time Out, Fairfax, VA; David R. Brown, President of Bullwinkle in Santa Clara, CA and Tony Urso of Madison Coin Machine Company, Monona, WI panel this program.

_____ **BENEFITS 0402**

When was the last time you understood your's or your employees' benefits package? When was the last time you explored alternatives? Time consuming wasn't it! To help you and your employees understand the alternatives, this tape presents Russ Stewart, President of Benefit Consultants, Inc., Indianapolis, IN, who reviews the alternatives for you—including a few you may never have thought of.

_____ **ARE YOU PAYING THE IRS TOO MUCH? 0403**

This program examines ways to reduce your tax burden by using the rules as set forth by the IRS to your advantage. It is not too late to plan for 1984 or too early to think about 1985. Conducted by tax authority James L. Harfield, of Blackman, Kallick & Company, Ltd.

_____ **STRATEGIC PLANNING FOR THE 80's 0404**

History proves that the operator who plans ahead stays ahead. This operator panel identifies many of the crucial factors in strategic planning that every operator must consider now. Vincent Storino, S & S Amusements Company, Toms River, NJ, moderates a panel made up of Ralph Trotta, City Amusement Company, Fairlawn, NJ, Don Abrams, Eskin Vending, Oldbridge, NJ, and Victor Scola, Arco Amusements, Ocean City, NJ.

_____ **THE HOW TO OF A POOL LEAGUE 0405**

This tape by Chuck Milhelm, President of Valley Company and Gary Benson from D & R Novelty, Inc., Rochester, MN should help pave the way to your successful pool league.

_____ **LASER-DISCS: FRONT & CENTER/OVERVIEW OF OPTICAL VIDEO-DISC TECHNOLOGY—A SERVICE PERSPECTIVE 0406**

John Browne of Pioneer Inc., presents a program designed to give operators, distributors and technicians some understanding of the theories behind the new technologies of CED & Laser systems.

_____ **ARE YOU COMPUTERIZING FOR THE RIGHT REASONS? 0407**

Industry Computer expert, Manley Lawson, Lawson Music Company, Inc., moderates this panel. No matter where you are on the "Computerize or not to Computerize" question, this discussion is geared to resolve problems and to help you make the decision that is right for you. Joining Mr. Lawson will be Ted Furkin of Allstar Music and Paul Borchardt Coin Machine.

_____ **STATE ASSOCIATION MEETING *0408**

Moderated by Russell Mawdsley, Russell-Hall, Inc., Massachusetts, this is a block buster presentation by the AMOA State Association Committee. The first hour reviews the status of current state/local associations while the second hour is packed with presentations on:

(a) "APPRENTICESHIP EDUCATION PROGRAMS" by Joe Phillips, Executive Director of the Wisconsin Amusement and Music Operators.

(b) "HOW TO GET THE MAXIMUM OUT OF YOUR STATE CONVENTION" by Robert S. Rhinehart, Executive Director, Florida Amusement Vending Association.

(c) "FUNDING YOUR STATE ASSOCIATION BEYOND MEMBERSHIP DUES OR ASSESSMENTS", presented by Jack Kerner of Melo-Tone Vending, Somerville, MA.

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